April / 1957

THE REPORTER OF

Direct Mail advertising

Let's take another look at

READERSHIP

THE EFFECTIVENESS OF DIRECT MAIL
AS A PURE ADVERTISING MEDIUM

New Readership Studies Show
What Happens To That Other 95%
See Page 24

You'll Also Want To See

WHAT A HOUSEWIFE THINKS ABOUT
YOUR DIRECT MAIL . . . SEE PAGE 32

and

THE STORY BEHIND
CARSTAIRS' MAIL AND CALL PROGRAM
See Page 36

what's all this S. I. C. talk

Everybody's talking S. I. C. — How it covers all industrial fields. — How it affords extra coverage to Direct Mail users.

S. I. C. covers most, but not all fields. And, S. I. C. does *not* cover all the names within each particular category! Therefore, mailing lists selected by S. I. C. codes cannot be complete! That's half-a-loaf. It's incomplete coverage — and fetches less response than the mail advertiser deserves.

PONTON has S. I. C. PLUS!

PONTON not only supplements, *but actually augments*, basic S. I. C. mailing lists with thousands of businesses which should officially be included under these code classifications. Lack of information on financial strength, for instance, could exclude these firms.

But PONTON includes them, by virtue of employee strength, or upon the basis of additional, substantial evidence. They are potential prospects, too!





PONTON'S LISTS are COMPLETE!

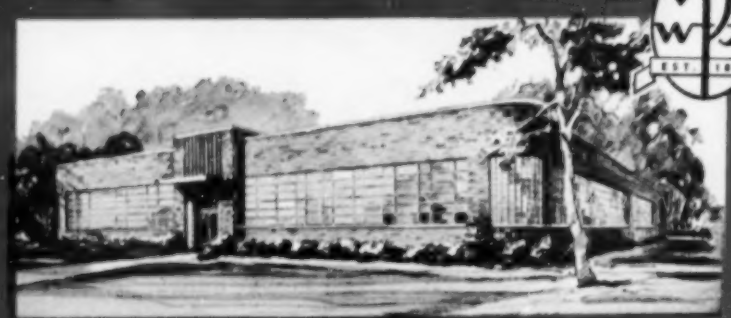
PONTON, by means of Electronic (I.B.M.) List Selection, compiles mailing lists based upon S. I. C. — Plus every name *not* officially listed in that source, but classified as such, in other authoritative references. PONTON includes them in the categories to which they actually belong.

this is "SELECTRONICS" — *Investigate . . .*

Order PONTON'S S. I. C. lists PLUS.
They're QUALITY CONTROLLED!







W. S. PONTON, INC.

Sales Offices and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.
Phone: ENglewood 4-8300

New York Phone:
Murray Hill 7-8311
(Direct connection to Englewood)

IT TAKES ALL THESE INGREDIENTS TO PRODUCE A SUCCESSFUL DIRECT MAIL CAMPAIGN...



BUT ALL THIS EFFORT IS LOST UNLESS YOUR LISTS ARE RIGHT

and here is where **P.C.** fits into your picture

From the more than 3,000 lists on file with us can be selected those which will "fit" your product or your service. The right selections will deliver your costly, well-planned, well-written and well-designed sales message to the people to whom it is aimed. It is our job to pin-point lists to the product. There is no charge for this service and it may make the difference between a successful direct mail campaign and a flop.

P.C.

19 WEST 44 STREET, NEW YORK 36, N. Y.

MURRAY HILL 7-4158



We know more people than anybody





That's why we can reach more of your prospects than anybody else!



We've made it our business for over a quarter-century to know people—consumer families, home owners, automobile owners, truck owners . . . to *know* these people, and to know how to sell them.

Because we do know so many people, and know so much about how to reach them and to sell them, many large direct mail users and their dealers rely on The Reuben H. Donnelley Corporation as the best source of names, addresses, and creative "know-how" in the United States.

As you plan your direct-mail advertising and sales-promotion programs, you too will find it well worth your while to take advantage of the wide range of services we offer.







DIRECT MAIL DIVISION

THE REUBEN H. DONNELLEY CORPORATION

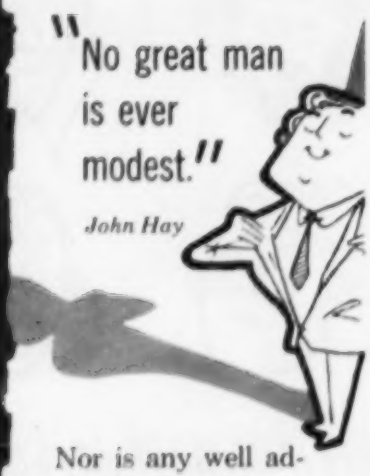
CHICAGO: 350 E. 22nd St.
NEW YORK: 305 E. 45th St.
LOS ANGELES: 727 Venice Blvd.

DIRECT MAIL PROGRAMS MAILING SERVICES CONTEST JUDGING PREMIUM MAILINGS



"No great man is ever modest."

John Hay



Nor is any well advertised product. Nor need you be, when you use Reply-O-Letter.

Reply-O-Letter, the Letter with the Built-In Reply Card, will increase your direct mail results. By 30%, 40%, 50%.

And you'll continue to get these immodest results when you let our copy writers and artists work with you. (No charge.)

23rd year of Service to organizations in every field

AETNA LIFE INSURANCE COMPANY
ALLIED STORES CORPORATION
F. W. DODGE CORPORATION
NEW YORK HERALD TRIBUNE
AMERICAN BIBLE SOCIETY
TRANS WORLD AIRLINES
CELOTEX CORPORATION
HARPER'S MAGAZINE

the **reply-o-letter**

7 CENTRAL PARK WEST
NEW YORK 23, N. Y.
CIRCLE 5-8116



Sales Offices:
BOSTON - CHICAGO - CLEVELAND - DETROIT - TORONTO

THE REPORTER OF

Direct Mail advertising

224 Seventh Street, Garden City, N. Y. Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Volume 19, Number 12 April, 1957

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a direct mail envelope with your illustration



in compelling

FULL COLOR PROCESS

*Picto-Chrome**

Look at These Low Prices!

25M—$14.85 per M

50M— 11.85 per M

100M— 9.85 per M

All prices F.O.B Washington, D. C.

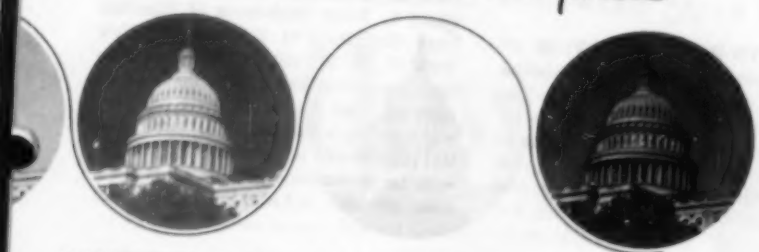
Prices include the envelopes—24 lb. white wove—color and press work when you supply us with a 4 x 5 color transparency. Your full-color Picto-Chrome illustration may be as large as 3 x 5 inches.

WHAT is ON your envelope sells what is IN your envelope. Now, for the first time, through combined press runs, it is economically possible for you to tell a full-color story on the envelopes you use for mass mailings and for daily business correspondence.

Recent tests have shown that two color printing on envelopes almost doubles the pulling power of single color printing. Picture for yourself what full color . . . Picto-Chrome . . . will do for you.

* Reg. U. S. Patent Office

COLORTONE *press*



2412-24 17TH ST., N.W. • WASHINGTON 9, D. C.

For details and FREE SAMPLES mail this coupon now

COLORTONE PRESS
2412-24 17th St., N.W.
Washington 9, D. C.

• Please send details and FREE SAMPLES of full-color Picto-Chrome envelopes to:

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

There's only
One
DICKIE-
RAYMOND

DIRECT ADVERTISING
and
SALES PROMOTION

for 36 Years

Planning
Writing
Production

470 ATLANTIC AVENUE
BOSTON
225 PARK AVENUE
NEW YORK

43 EAST 19th ST.
N. Y. 3
AL 4-0174

HAVING
THAT WONDERFUL
*TYME**
IS WHAT YOU NEED

A COMPLETE
DIRECT MAIL SERVICE

- Ty-Process Letters
- Multigraphing
- Mimeographing
- Addressing
- Mailing
- Research
- Photo-Offset
- Packaging

*Tyme
LETTER SERVICE CORP.
43 EAST 19th STREET, NEW YORK 3, N. Y.

SHORT NOTES DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

☐ **IF YOU USE FILL-INS** for your form letters . . . be sure they are good fill-ins. One of our eagle-eyed reporters in San Antonio, Texas, received three identical letters in some mail from a most reputable financial magazine in New York. Letter well processed in blue typewriter type. Three-line fill-in with blue ribbon. But good grief . . . the typist must have been drunk! San Antonio wasn't spelled right on any of the three letters. Capital letters way above line. Lower case used on addressee's name instead of capitals. Just a horrible mess . . . all three. Duplications are bad enough . . . but when sloppy fill-in is added, the whole effort is a waste of money. Incidentally, this particular letter emphasized the value, accuracy and careful analysis of stocks in appealing for subscriptions! Our correspondent wonders about "accuracy."

♫

☐ **JUST HEARD** that an old friend (by mail only) is now visiting the United States for several months. Marinus Spruytenburg of De Mutator, Willemsparkweg 112, Amsterdam, Holland; arrived on March 15. He's here through the Organization for European Economic Cooperation to participate in three week's general marketing course at Northwestern University. Following that, he hopes to work with several American firms to get more experience in direct mail. From what we've seen of his creations over the years, Marinus may be able to teach us, rather than study us. He hopes to be able to stay over for the DMAA convention in Washington on September 11 to 13.

♫

☐ **WANT TO HAVE A BIG TIME IN JUNE?** Then . . . mark your calendar for June 9 to 13. Write to the fabulous Hotel Fontainebleau in Miami Beach for reservations. Tell 'em you are coming to the 53rd Annual Convention of the Advertising Federation of America . . . and you'll get special rates ranging from $12 to $16 per day for either double or single occupancy. Ordinarily these rooms would run to you know what. Star of first day's program will be the dynamic and irrepressible Bill Powers, longtime ad manages of General Motors Chevrolet Division. (He was general chairman of the Detroit DMAA convention in 1953.) Rumor is that DMAA board will hold its mid-year meeting just prior to or following AFA convention in same hotel. This is first time AFA has held a convention in Florida. Program is being streamlined for the surroundings. Morning and luncheon sessions only. Afternoons free for swimming, golfing or anything under the sun. You can get full details from AFA headquarters, 250 W. 57th St., New York 19, N. Y.

♫

☐ **FOR UPGRADED FINANCIAL ADVERTISING,** we think a booklet recently issued by The Corporation Trust Co., 120 Broadway, New York 5, N. Y., is . . . tops. This 5¼" x 7¾", 20-page booklet is titled **Heads I Win — Tails You Lose.** It was the core of a two-part operation. With a covering letter, it was sent to all lawyers in the U.S.A. known to have corporation clients. A week later, a similar mailing was sent to clients themselves. Differing from most financial tomes . . . this booklet is a happy combination of technicalities and easy readability. If you write to Ben Kidd, asst. vice pres., he'll be able to provide you with a copy.

♫

☐ **ALWAYS ENJOY READING The Advertising Forum,** a quarterly produced by the Advertising Committee of The National Consumer Finance Assn. It's edited by Irving Michelman of Signature Loan Co., Inc., 60 E. 42nd St., New York 17, N. Y. Winter 1957 issue contains lots of stuff about direct mail. Liked story of letter mailed 18 years ago . . . which closed a deal in 1956. Also liked two-page spread of successful inserts . . . with an accompanying fable by William Lotz, adv. mgr. of Local Loan Co.: "Once



COLOR PHOTOGRAPH BY ANTON BRUEHL

Everybody's an expert on color

That's why HOWARD makes its BOND in so many clean, clear, carefully chosen colors—so the expert in your business (you perhaps?) can select the shades that fit your needs and wishes *precisely*.

Whether for effective business forms—or for particularly outstanding letterheads—HOWARD colors earn attention, action, and respect. Used for all kinds of business printing, they provide an extra color at no extra color cost.

See them. Your printer or paper merchant has samples—twelve of them in addition to HOWARD'S famous *whitest* white.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

"The Nation's Business Paper"

Companion Lines: **Howard Ledger • Howard Mimeograph Howard Writing • Howard Posting Ledger**

Printed on Maxwell Offset Basis 80—Camberra finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset — *Basis 80 — Camberra finish*

COLOR PHOTOGRAPH BY ANTON BRUEHL



SHORT NOTES CONTINUED

upon a time all the advertising media voted for officers of their club. Radio was elected vice president because he sounded so good. Newspaper was named secretary because he could write. TV became treasurer because he really knew how to spend money. But insert was elected president because he was a versatile fellow — and because thousands of inserts were there to vote for him.

♫

☐ **HAROLD O'NEILL** of Clark-O'Neill, Inc., 100 Sixth Ave., New York 13, N. Y., recently issued an interesting chart (too complicated to reproduce). Shows by differently drawn graph lines the amounts of mail received by average physician each week during the four-year period of 1953 to 1956. 1956 got off to a slow start during first nine weeks, but in remaining 43 weeks, the physicians received more mail in every week, with the exception of six. Those interested in such statistics can obtain a copy by writing to Hal.

♫

☐ **MORE CASES COMING IN** of young people receiving pornographic literature. The 14-year-old son of a Kansas City father received one of those sly letters asking him if he had been pleased with the hot movies purchased four years previously . . . promising more of same or hotter available now. Father wonders how son got on list. Only solution . . . the promoters buy up lists of people answering coupon or premium ads for certain products. Then they presume all will be interested in perverted sex. It's a bad racket. Getting worse. Best idea for parents . . . send these examples to local postal inspectors or Better Business Bureau. The outfits will be closed up quickly.

♫

☐ **CROOKS AND PORNOGRAPHY PEDDLERS** should read page 71 of The Postmaster General's Annual Report (for fiscal 1956). Arrests for postal offenses reached an all-time high of 6,852. And get this! 98.8 percent of the offenders brought to trial were convicted. The postal inspectors are a tough and thorough bunch. It is suicide to do anything which will put them on your trail. Other interesting statistics appear on page 90. Per capita use of mail was 338 pieces in 1956 compared to 258 in 1946. Per capita expenditure for postage has reached $14.51. It was $8.70 in 1946. And back in 1917, when the DMAA was started, the per capita revenue for postage was only $3.20. Total pieces handled by Post Office in fiscal 1956 . . . reached close to 56½ billion. A lot of mail!

♫

☐ **A 200-YEAR CALENDAR** produced by Rose Enterprises, 8714 Sunset Boulevard, Los Angeles 46, Calif., shows any year from 1851 to 2050. The wallet-sized booklet lists 30 holidays, and provides space for personal date reminders, personal phone and address pages. Makes a good advertising specialty or mailing piece for banks, savings and loan associations, insurance companies and other business firms.

♫

☐ **AN ALUMINUM LETTER** put plenty of sparkle into a mailing for Consolite Corp., created by Curtin & Pease, Inc., 1814-16 Jefferson Ave., Toledo 2, Ohio. C & P wanted to get across to potential buyers the advantages of Consolite signs. The agency found the answer with a letter silk screened on a sheet of aluminum . . . showing the exclusive quality of Consolite's reflectorizing. The effect was dynamic . . . a really dazzling attention-getter.

♫

☐ **SPEAKING OF ALUMINUM** . . . we've always admired the utter completeness with which Reynolds Metals Co. promotes their star attraction, Reynolds Wrap. The company leaves no media stone unturned in a never-ending effort to sell consumers, distributors and dealers. Their latest dealer direct mail promotion, for example, is a 52-page Reynolds "Alumanac," designed in farmer's Almanac style. It describes and illustrates 50 advertising and promotion stunts created to help dealers **sell other products** as they sell Reynolds Wrap. And . . . there's comic relief, with a series of photos of French film star Fernandel doing a satire on salesmen . . . plus a series of limericks about shoppers who "get in the hair" of grocery retailers. As a dramatic dealer promotion, Reynolds "Alumanac" shines as bright as the product itself.

♫

☐ **HEARD ABOUT A HOUSE MAGAZINE** which deserves a place among lists of "the oldest?" It is the 24-page, 4½" x 6¾" monthly titled **The Rowe Budget,** published by The H. M. Rowe Co., Baltimore 17, Md. It is mailed

LISTS LISTS LISTS LISTS **1957** ROSKAM ROSKAM ROSKAM ROSKAM

SUBSCRIBERS

NEEDLEWORK MAGAZINE 1957 Active Subscribers — 1,250,000 — $15 per M. 2,146,000 Expires—$12.50 per M. List No. 4

HOBBY & CRAFT MAGAZINE Subscribers, 150,000—1957—$15 per M. 220,000 Expires—$12.50 per M. List No. 6

MAIL ORDER SPECIALTIES

MATERNITY APPAREL BUYERS, '54-'57—415,000. SPECIAL OFFER to New Users, 5,000 TEST, only $37.50. List No. 9

BUTTON & LACE BUYERS—73,650 total. 3,000—1957, $13.50 per M. on '56 & '57 names. $12.50 per M. on older names. On labels. List No. 25

TOWEL SHOP BUYERS—14,500—1957, 145,000—1956. $13.50 per M. 493,000 '53 to '55 buyers—$12.50 per M. On labels. List No. 265

SOUTHERN GOSPEL HYMN BOOK BUYERS—2,500, 1957—$13.50 M. 9,700, 1956—$13.50 M. On labels. List No. 663

LM HYMN BOOK BUYERS—5,000, 1957—$13.50 per M. On labels. List No. 664

HOUSEWARES

LIST NUMBER 8—Latest count including 1957 thus far—240,283—$15 per thousand. List is carefully maintained. Empty envelopes addressed.

LIST NUMBER 673—40,000, '54 to '57. $15 per M. addressed to empties. 90% women

LIST NUMBER 666—125,000 '54 to '57. $15 per M. addressed to empties. A predominantly rural list built by direct mail. No magazine ads used

LIST NUMBER 670—42,000 '54-'57. $15 per M. on labels. 95% women responding to publication advertising

LIST NUMBER 667—1,067,000 grand total Buyers & Inquiries. 750,000 Buyers, '55 to '57. 150,000, 1954 Buyers. Addressed to empties. $15 per thousand. 95% women

MISCELLANEOUS

HIGH SCHOOL GRADUATES—222,500 1957 Grads. $17.50 per thousand, on labels or typed. Available by state, sex, Protestant or Catholic, no extra charge. Guaranteed 98% accurate. Minimum test, 2,000. List Number 619

WORLD TRADE COURSE ACTIVES — 12,500, $18.00 per M., addressed to empties. 98% men. 140,000 '54 to '56 Inquiries also available

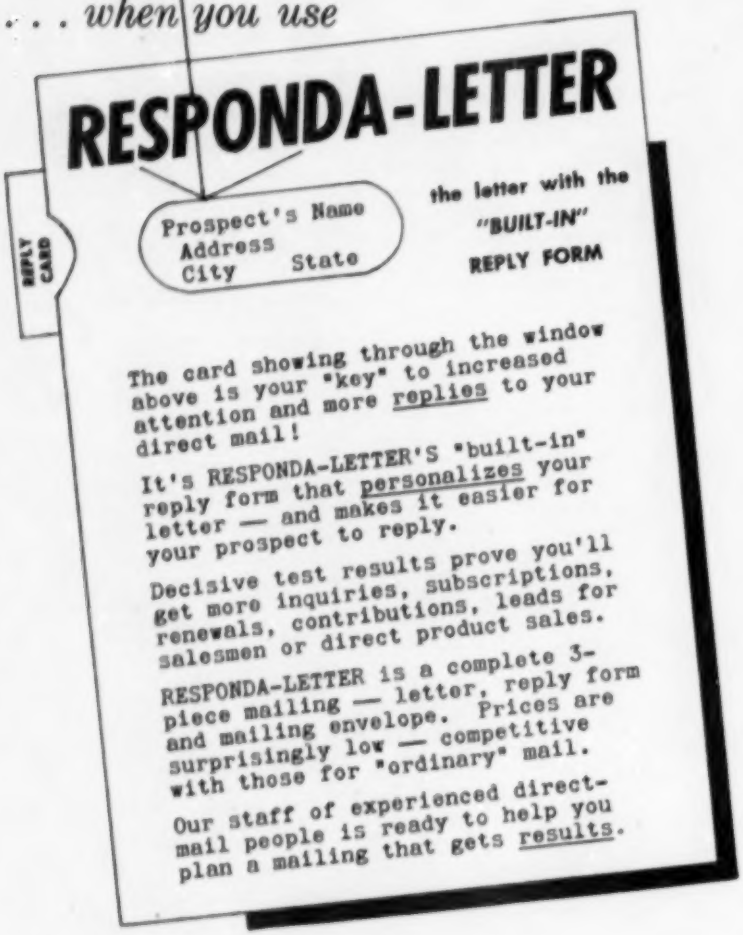
Thousands Of Good Lists! Write Today!

Tell us what type of people you want to reach and what your offer is — we'll be happy to suggest lists in your particular category.

O. H. Roskam Mail-O-Matic Corp.

1430 Grand - Kansas City 6, Mo. - HA 1-8469

You'll get *more* REPLIES.....
You'll keep mailing costs LOW
. . . when you use



find out how

RESPONDA-LETTER

will boost results for your direct mailings...
mail the coupon below for actual samples and complete information . . .

clip coupon along dotted lines

to: RESPONDA-LETTER
411 South Sangamon Street Chicago 7, Illinois

I'd like to find out more about RESPONDA-LETTER. Please furnish me with actual samples, prices and all the information I'll need.

COMPANY NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

YOUR NAME and TITLE_____

monthly to 20,000 teachers in schools and colleges throughout the U.S.A. and Canada . . . principally teachers in whose classes Rowe publications are used as textbooks. **The Rowe Budget** was started in 1898, thirty-one years after the business began in 1867. Dr. Rowe wrote the monthly issues from 1898 until his death in May 1926. Since then it has been written by Charles Gottshall Reigner (Ed.D., Lit.D., LL.D.). We like what we've read so far . . . a combination of philosophy, morals, information, wrapped around the teaching profession. Dr. Reigner tells us he became acquainted with John Howie Wright of **Postage and The Mailbag** years ago. Always admired his frankness; thinks **The Reporter** is equally frank.

♫♫

☐ **"BOOKS FOR THE ADVERTISING & MARKETING MAN,"** the only bibliography of its kind, has just been republished by the Advertising Federation of America. In a 5th revised edition (first was published in 1935), the volume covers a twenty-year period . . . including 1,321 publication listings. Contains 60 subject classifications of books which have been written relative to advertising and marketing. The new edition sells for $2.00 per copy, and can be ordered direct from AFA at 250 W. 57th St., New York 19, N. Y.

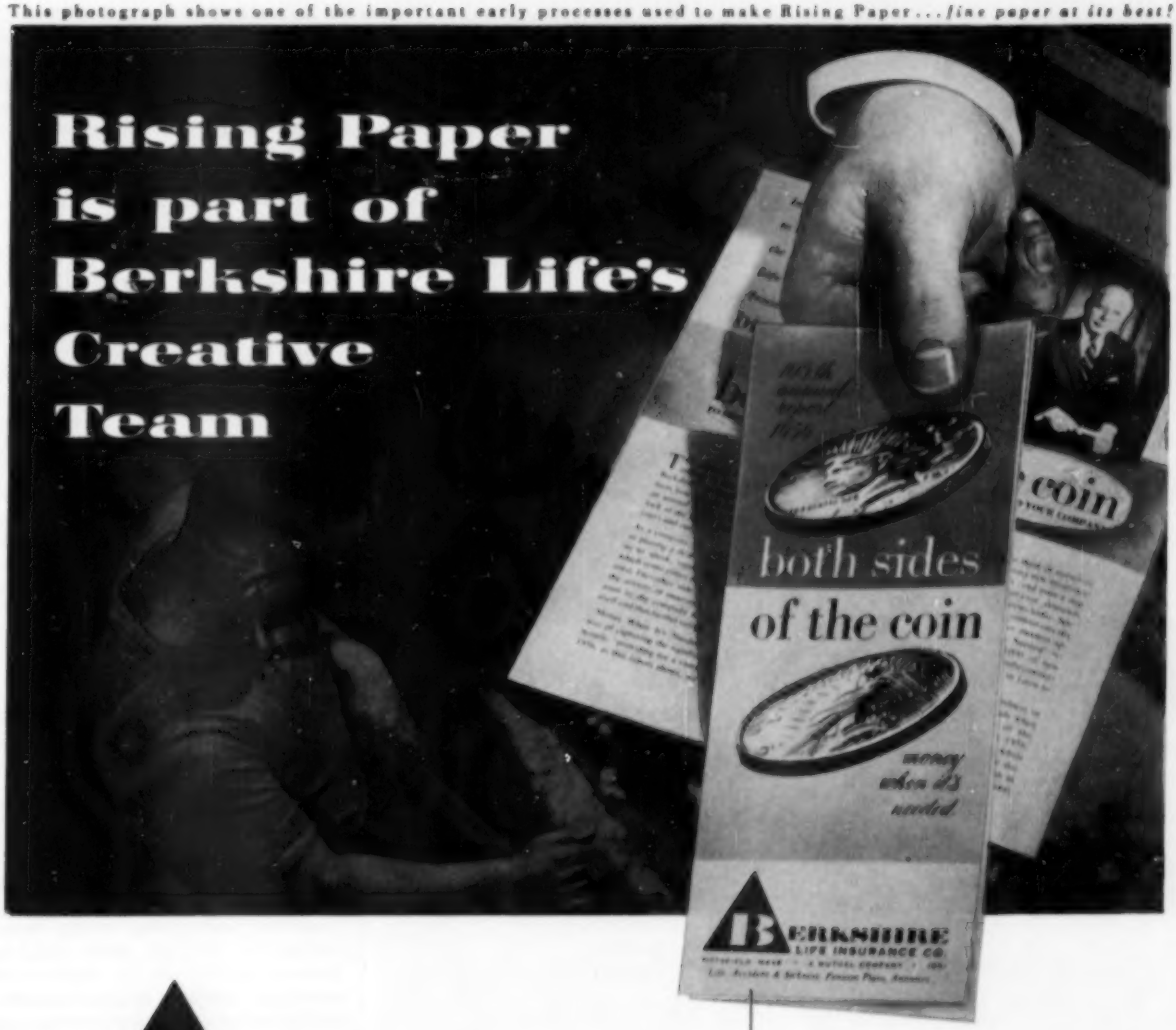
♫♫

☐ **ANOTHER BIBLIOGRAPHY** you should have is titled **Basic Guides For All Executives** . . . listing a wide variety of publications available from the American Management Assn., 1515 Broadway, New York 36, N. Y. It's a 20-page booklet describing more than 50 works in the AMA Management Bookshelf. Titles cover subjects of production, personnel, finance, marketing, etc. Write to Theodore B. Dolmatch, publications promotion manager, and ask him to send you a copy.

♫♫

☐ **LITHOGRAPHY IS BOOMING!** The whopping total number of entries in the Lithographers National Assn. annual Awards Competition showed that offset interest is growing like wildfire. A record total of 2,496 specimens were entered in the 7th annual contest . . . 526 more than last year. Lithographic plants, 206 LNA members and non-members, accounted for 1,717 entries . . . an increase of 359 over the number submitted in 1956. Advertising agencies and other buyers and users of lithography mounted up 709 entries . . . as against 612 in

This photograph shows one of the important early processes used to make Rising Paper . . . *fine paper at its best!*



BERKSHIRE
LIFE INSURANCE COMPANY
recently issued its 105th Annual Report to its policyowners. It is an interpretation of the company's development and growth, reflecting a pattern of progress achieved by a team of insurance leaders. The report was skillfully prepared by a creative group to project that interesting picture. We are happy to be a member of their creative team . . . the report was printed on Rising Paper.

THE	CREATIVE TEAM
advertiser	*Berkshire Life Insurance Co. Charles E. Ferree, Jr., Director of Sales Promotion & Advertising*
agency	*Jules L. Klein Advertising*
designer	*Marvin Koenigsberg*
printer	*Rich Lithographing Company*
paper	***Rising's White Winsted Vellum Sub. 28***

Rising



RISING PAPER COMPANY, HOUSATONIC, MASSACHUSETTS. MAKERS OF RISING PARCHMENT (100% RAG BOND) RISING BOND (25% RAG) • RISING OPAQUE BOND (25% RAG) • LINE MARQUE WRITING (25% RAG) • NO. 1 INDEX (100% RAG) HILLSDALE WEDDING AND BRISTOL (25% RAG) • WINSTED WEDDING AND BRISTOL • PLATINUM PLATE AND BRISTOL (25% RAG)



A flip of the switch...

a press of the button...

LOOK, NO HANDS



Auto-typist eliminates routine typing and dictation...by automation

Auto-typist brings you office automation! It's the fastest, most accurate way to handle all repetitive correspondence . . . and it's true that well over half of general office correspondence is routine, or follows a standard form. Sales letters, order acknowledgments, answers to inquiries, collection letters, just to name a few, can be handled efficiently *and economically* by Auto-typist. Any one of your girls can turn out 125 letters a day with an Auto-typist—3 to 4 times normal manual typing output. Any standard office typewriter can be converted into an automatic typing machine—and one average typist can operate as many as four Auto-typists.

How Auto-typist works . . . Carefully prepared letters or paragraphs are perforated on a paper roll which operates the typewriter keys . . . similar to a player-piano roll. Twenty or thirty complete letters can be included, or a series of paragraphs which can be combined to make up many letters.

Salutations are manually typed, then, by merely pushing the numbered button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter, or assembles the paragraphs in proper order, and types it *perfectly!* Manual insertions can also be made at any point desired.

The Auto-typist method . . . the perfect push-button method of typing automatically . . . offers definite savings to every cost-conscious organization. Write for free booklet.



Auto-typist

AMERICAN AUTOMATIC TYPEWRITER COMPANY • 2323 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS
MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

last year's competition. Of the total, 270 winning pieces will be announced next month at LNA's 52nd Annual Convention (Apr. 1-3) at the Greenbrier, White Sulphur Springs, Va. . . . where lithography's biggest turn-out is expected.

♫

☐ **NEWS FRONT** . . . is the name of a new picture news magazine . . . offering an effective new medium to reach business management. Edited in slick picture format, the new publication is sent to a gilt-edge list of 40,000 officers and key department heads of the top 1,000 leading manufacturers. The controlled circulation publication covers timely topics in world news, business, education, etc. It's published by Year, Inc., with business office at 52 Vanderbilt Avenue, New York 22, N. Y. After seeing the first issue . . . we predict **News Front** will skyrocket to popularity, becoming a regular reading habit of U.S. businessmen.

♫

☐ **KEEPING MAILING LISTS UP-TO-DATE** is part and parcel of any good direct mail operation. American Mail Advertising, Inc., 610 Newbury St., Boston, Mass., does it with a neat little folder containing stencil-imprinted names on index cards tucked into a pocket, inside. Accompanying copy reads: "The names and addresses shown on the enclosed cards are those carried by our current mailing list. Will you please make any necessary corrections or additions and return the cards to us in the enclosed reply envelope. Your cooperation is appreciated." Maybe this little "extra" is one reason A.M.A.'s mailing-returns are so good. When was the last time you cleaned your list?

♫

☐ **IT WAS BOUND TO HAPPEN:** Brainstorming has been organized on a professional service basis. The latest "brainstorm" is by a group of six business people who attended a seminar on creative thinking at Columbia University. Their brainstorming sessions worked so well, they decided to package their idea bombardment . . . and sell their group-thinking services to firms with problems to be solved. For a fee, the barn storming brainstormers will tackle marketing, public service, product and other ideas. They call themselves "The Very Idea, Inc." You can put your head together with the smart sextet at 550 5th Avenue, New York, N. Y.

☐ **SUMMER AWNING SHADE BY "SARAN"** will be a hot weather innovation this year . . . if this current Dow Chemical Co. campaign is successful. In an all-out move to tap the big awning market, Dow has launched a powerful program selling the merits of their Saran 909 plastic as an awning material. Manufacturers, weavers and wholesale suppliers have received a tremendous introductory portfolio of Saran promotion, complete in every detail. It includes an educational folder, a sales-point primer for salesmen, a mailing piece for suppliers, a consumer mailing piece for dealers, proofs for space advertising, display card, window banners . . . the works. Dow has been testing Saran 909's awning application for four years . . . so this promotion should be well shaded with strong research sales points.

♫

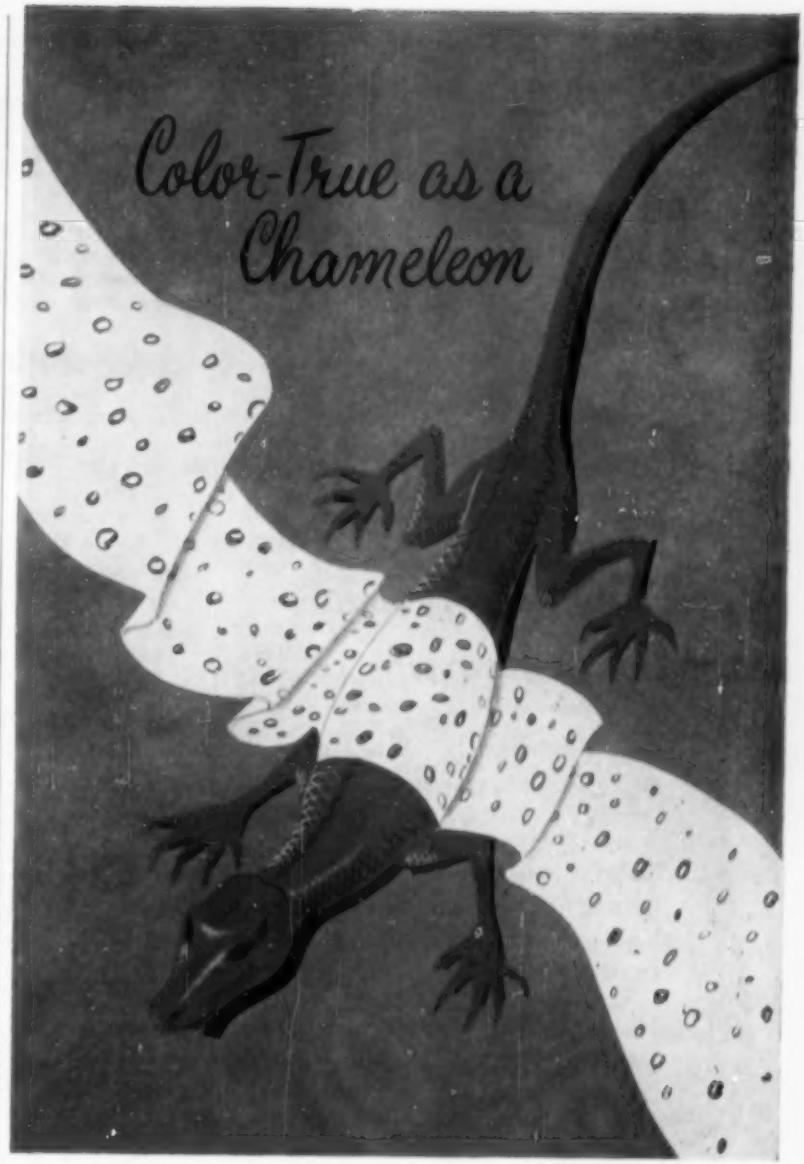
☐ **DO-IT-YOURSELF SILK SCREENING** is now possible with a new "Screen-A-Print" kit being marketed by the Craftint Manufacturing Co. The kit simplifies the silk screen process . . . and contains everything needed to reproduce designs, pictures, patterns, lettering, etc., on almost any material. Accommodates work up to 7" x 10½". Sells for $14.95. Might be worth investigating for creating an unusual campaign, if your list is small. You can get more information about "Screen-A-Print" by writing to Craftint at 1615 Colamer Ave., Cleveland, Ohio.

♫

☐ **"YOU ASKED FOR IT,"** a delightful booklet filled with business poems and cartoons, has been published for the second time by Standard Envelope Manufacturing Co., 1600 E. 40th St., Cleveland, Ohio. It's an amusing anthology of the best material published in **Standard Time,** the envelope company's popular house magazine (edited by Bill Howard). From cover to cover, "You Asked For It" contains a potpourri of word and picture wit . . . poking gentle fun at the seriousness of business. The first such volume made its appearance in 1947 . . . this second one is just as good (if not better).

♫

☐ **DMAA'S '57 DIRECT MAIL LEADERS CONTEST** is off and running . . . with the closing date of July 15th not too far off. We suggest you start to enter **now** . . . to avoid any last-minute pressing of the panic button. First step is to write to the Direct Mail Advertising Assn.



Chameleons enjoy the advantages of protective coloring, that magical ability to exactly blend with the object on which they rest. Printers, too, have a special kind of color protection to profit by, thanks to Fraser color standards. Constant control of our raw material supply, standard dye stuffs, exactly mixed, and visual and analytical control by Fraser technicians, make a perfect color match from run to run a sure bet. Snowland Bond shades are uniform.

FRASER PAPER LIMITED

Mills: Madawaska, Maine
Sales Offices: New York & Chicago

■

selling empty space—
by direct mail

Good distribution, key to the hustling American economy, makes empty warehouse space a vitally needed "product".

To keep prospects posted on the benefits of public warehousing and to turn them into customers, Miller Warehousing Corp., Little Falls, N. Y., uses direct mail created by Hickey Murphy Division of James Gray, Inc.

Hickey Murphy *knows* warehousing . . . knows the people who need warehousing . . . and knows how to create and produce effective, *convincing* direct mail . . . from copy draft to finished piece.

No matter what your product or service, Hickey Murphy creative service may help you do a better selling job. Send for your free copy of How To Put Action Into Your Direct Mail—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street
New York 17, N. Y.
MUrray Hill 2-9000

SHORT NOTES CONTINUED

(3 E. 57th St., New York 22, N. Y.) for a descriptive, tell-all folder and contest entry blank. The 4-page folder will tell you about new rules, awards, etc. Judges for this year's competition are Eldridge Peterson, **Printers' Ink** (chairman); Colin Campbell, Campbell-Ewald Co.; Robert T. Griffiths, Nat. Industrial Advertisers Assn.; Joseph Heillig, Direct Advertising Co.; Edward N. Mayer, Jr., James Gray, Inc.; George Robinson, Mohawk Paper Co. and Ferd Ziegler, McCann-Erickson. Richard Messner of Marbridge Printing Co. is chairman of the contest committee.

♫

☐ **PHOTOGRAPHY MINDED** promotion creators will find a lot of useful information in a new price list published by Pavelle Laboratories, Inc., 16 E. 42nd St., New York 17, N. Y. Presented in a compact little booklet of 12 pages, the list shows complete prices for film pack and sheet developing, contact printing, copy negatives, color work and many other photographic services. It's a good guide for photographic pricing . . . yours for the asking by writing to Pavelle.

♫

☐ **THE ENDEAVOR TO BE CLEVER DEPT.:** Not long ago we picked up a press release which began: "Lucian Bernhard and his son and collaborator Karl, announce the removal (who the hell ever started using this ominous word!) of their long established Lucian Bernhard Studio to . . ." Wish we could remember the rest of it; but the writer's parenthetical attempt to be clever side-tracked us . . . into wondering who ever started using the "ominous."

♫

☐ **ENCORE:** Last month in this department we mentioned a good travel-stamp promotion created by Citizens & Southern National Bank, Marietta & Broad Sts., Atlanta, Ga. As a result, we learned about another C&S promotion which we think justly deserves giving the bank an encore here this month. C&S declared Feb. 14th "Customer Appreciation Day" . . . by mailing over 100,000 "Thank you for banking with us" Valentines to customers. All envelopes containing the nicely designed folder were hand addressed in red ink, mailed First Class with stamps. Inside banks, tellers handed each customer a miniature box of choco-

Deadly Direct Mail Mistake No. 6

"Let the Lists Go to the Last"

By Maxwell Sackheim

DIRECT MAIL is a bull's-eye medium. Its very reason for existence rests on its ability to select the prospect or customer and aim a silver bullet with your story.

Just because it is easy and inexpensive to mail letters is no reason to send them on fool's errands.

Mailing coupons to every housewife on every block redeemable for a cash consideration when applied to the purchase of soap products are exceptions. So are saturation mailings by broad general interest magazines to every householder in selected neighborhoods. Broadcast mailing can only be effective if prospects are universal.

The reason many mailings fail is that they are directed to too many wrong people. Wrong people can be people who have moved, died, or who never in the world could afford or want your product.

The "right people" start with your own list — and it behooves you to keep that list *clean*. Whether active customers, inactives or old prospects there is no waste quite comparable to waste on your own list. Next come the lists of mail order buyers of related products. After that, mail order buyers of unrelated products who have purchased through a plan similar to yours, i.e.: open accounts; C.O.D.; cash in advance; time payment, etc. Finally, compiled lists, preferably by logical occupations or classifications; doctors, lawyers, engineeers, clergymen, automobile owners.

If your product has a limited audience you may be better off pulling for inquiries from a big list than trying to sell prospects immediately. Do your weeding out as inexpensively as you can, then "shoot the works" to those who show genuine interest. A red hot small list can be indefinitely more profitable than a big cold list.

If you can't spend the necessary time to find the right kind of lists for you, or if you just don't trust yourself, consult a reliable list broker as you would a doctor or an attorney. Talk to Lewis Kleid, Arthur Martin Karl, Jim Moseley, George Bryant, Walter Drey, Willa Maddern, Jim True or any other "Pro". Spare yourself for the work that should be done on your own lists of customers, ex-customers, and prospects.

The selection of lists is so vital a part of Direct Mail that to give it less than the most serious thought and analysis is to commit one of the biggest Direct Mail mistakes possible! For nothing can take the place of the right marketplace!

This is all old hat to experienced Direct Mail people but so are many other Deadly Direct Mail Mistakes. One way to avoid them is to be constantly reminded that they exist. Remember, 20% utter waste on a list places a 20% greater burden on the rest of your mailing!

What is Your Problem?

We are an advertising agency specializing in Response Advertising—that is, Publication, Direct Mail and Radio advertising designed to produce inquiries, leads or direct sales. Publication and Radio advertising is compensated for through the usual advertising agency commission arrangement. We have now developed an equitable method of compensation for Direct Mail work. If interested, tell us what you care to about your problem and the size of your mailings, and we will write you. No obligation.

MAXWELL SACKHEIM & CO., INC., 545 Madison Ave., New York 22

Maxwell Sackheim & Co., Inc.
545 Madison Ave., New York 22, N. Y.

Attached is a statement of our direct mail problem, and some samples of our current literature. Our mailings run to approximately ..... per year.

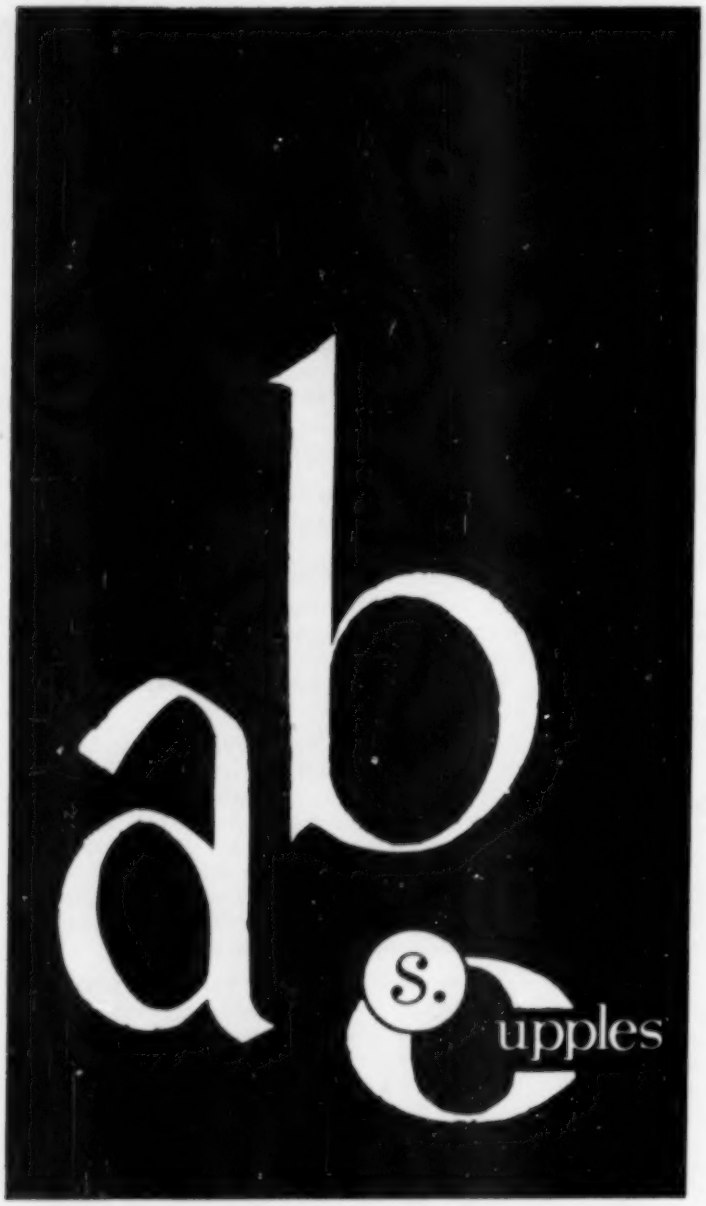
Name .....

Position .....

Company .....

Address .....

City ..... Zone ..... State .....



accentuate and emphasize the basic in planning your direct mail campaign. cupples personalized envelopes give the maximum sales impact to your direct mail advertising, because they are designed for your specific purpose. let our art department assist you in the development of your next envelope mailing. it's as simple as a, b, c.
cupples envelope co. inc., 360 furman st., brooklyn 1, new york: telephone tr 5-6285.
offices in boston, philadelphia, washington

SHORT NOTES CONTINUED

lates . . . and other personnel wore red heart badges proclaiming "Customer Appreciation Day." Customer response (phone calls, letters, etc.) was tremendous . . . as C&S created a red letter day which proved banks **do** have a heart.

♫

☐ **OUT OF THIS WORLD** are Editions #5 and #6 of Ideas on Paper, published by The Alling & Cory Company/Miller & Wright Paper Co., 730 Broadway, N. Y. 3, N. Y. The portfolios contain outstanding examples of beautiful printing on unusual papers. Lots of ideas for intriguing presentations of direct mail messages. If you are in direct mail in New York, you might be able to talk them out of a copy or two of this top paper merchant limited edition.

♫

☐ **WHAT MAKES MAIL PROMOTION CLICK?** Business paper circulation execs heard a bevy of solid answers to this question last month . . . at Associated Business Publications' Annual Eastern Conference (Hotel Roosevelt, N. Y. C., March 7). As part of the all-day trade journal confab, Anthony Gould **(U.S. News & World Report)** chairmanned a top-notch panel including Les Davis, Jake Chasin, Gardner Gibbs and Carol Silverberg. The mail promotion clinic was a live-wire session for business publication circulation ideas.

♫

☐ **YOU CAN MAKE TYPE LAYOUT EASIER** with a new Bauer Type Calculator offered by Bauer Alphabets, Inc., 235 E. 45th St., New York 17, N. Y. Contains 87 hand-set fonts, showing at a glance the length they make from corresponding 10 and 12 pt. typewritten lines. You can get a free copy of the 36-page Type Calculator by writing to Bauer at the above address.

♫

☐ **A NEW FUND-RAISING IDEA FOR CHURCHES** created by Kirban Associates, Inc., proves that necessity truly is the mother of invention. Seems a local Reverend was telling president Salem Kirban about difficulties church workers had trying to use antiquated equipment. From the conversation, Kirban got the idea of running a novel "Antique Exhibit" . . . to impress the

Backed by Experience

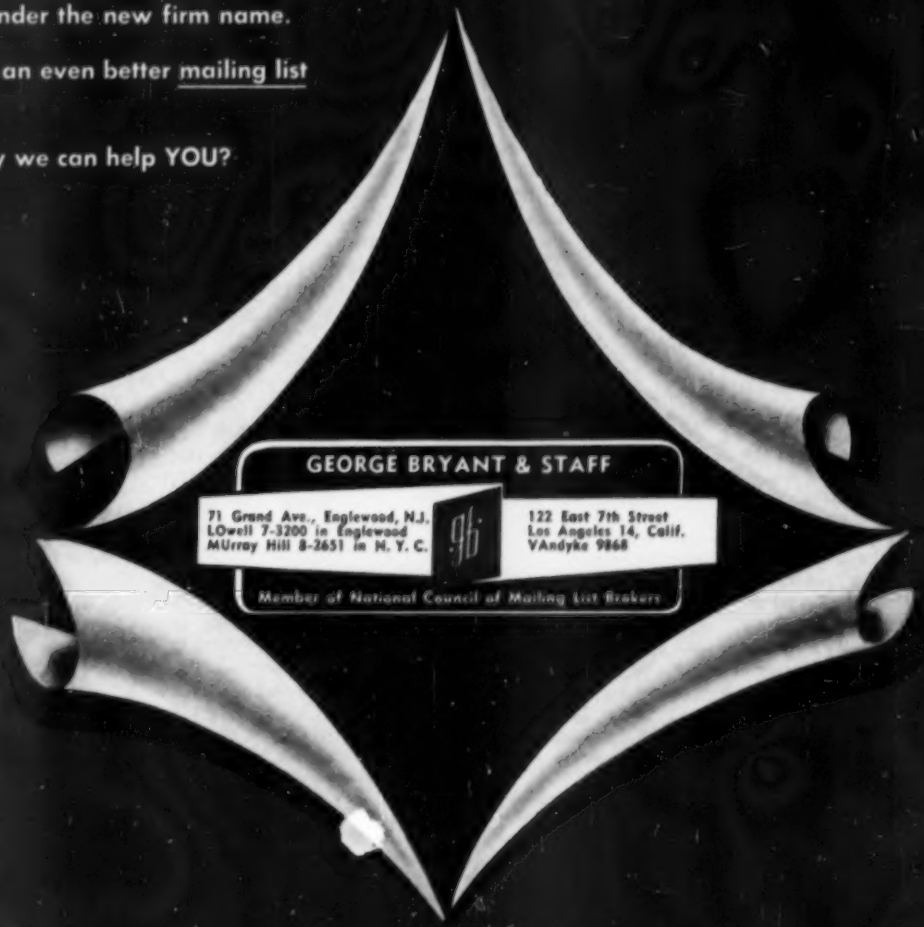
Now we have our experience all under one roof . . . to serve you better.

We have consolidated our New York and Chicago staff in Englewood, New Jersey, under the name of GEORGE BRYANT & STAFF.

Our Los Angeles office is still at the same old stand . . . just under the new firm name.

All of us will do an even better mailing list job for you.

Is there any way we can help YOU?



BETTER QUALIFIED TO SERVE

NOW...PRINT FROM ANY *CARD* MASTER TO EVERY TYPE OF MAILING MATERIAL!



New Intermediate SCRIPTOMATIC® MODEL 101 Gives You List Handling Flexibility at Lower Cost

Any punched card (I.B.M., Remington-Rand, Underwood-Samas) can do double duty as an addressing *master* with this versatile new addressing machine. *Card masters* are fed to the printing head *automatically* to imprint address or other data on booklets, labels, post cards, billing forms... almost any type of material placed under the printing head! Scriptomatic Model 101 prints at high speeds.

***No more costly metal address plates or fibre stencils.* Each card master may be used for hundreds of clear, clean imprints... cards require only 1/6 the space to file!**

***No need to keep duplicate lists.* Punch card masters may be run through high speed sorting machines for selective mailing list requirements!**

Simplify addressing and reduce the cost of handling your mailing lists with the new Scriptomatic Model 101. Investigate the advantages of Scriptomatic methods for your business... the machines that *print direct from card masters* with greater flexibility, greater selectivity—*at lower cost!*

® Scriptomatic is a registered Trade Mark

Scriptomatic

SCRIPTOMATIC, INC.
316 North 11th Street, Philadelphia 7, Pa.

SHORT NOTES CONTINUED

church congregation with the need for new equipment funds. Old items in the church (typewriter, chairs, stove, etc.) were described in a humorous booklet with a space for antique "buyers" to submit their bid. The idea has been so successful, Kirban has packaged the promotion for other churches. You can get complete details from the agency at 5673 Ogontz Ave., Philadelphia 41, Pa.

♫♫

☐ **DOES IT REALLY PAY TO PERSONALIZE?** The Alpha-Molykote Corp. of Stamford, Conn. certainly thinks so. Last year, this manufacturer of industrial lubricants decided to "get personal" in their direct mail. Using an Autotypist machine, A-M sent personalized thank-you letters to all purchasing agents who sent them an order. During a six-month period response to these letters was better than 50%. And personalized follow-up letters to persons requesting product literature brought a 26% response during the same six-month period. Since then, the company has expanded its person-to-person efforts . . . for even better results. How personal do you get with your customers and prospects?

♫♫

☐ **CONCERNING NEWSLETTERS . . .** one caution should be emphasized. Just because you are spending postage . . . don't be jealous of or greedy with space. Don't crowd in too much copy. Make it easy to read. Recently received an eight-page newsletter from an important organization. Printed in blue ink on pink paper. Processed from typing reduced too small, with three jammed columns to a page. In our humble opinion . . . this is false economy and sloppy editing. The purpose of a newsletter is . . . to get it read. So make it easy to read.

♫♫

☐ **FOLKS LOOKING FOR JOBS** would profit by reading a new pamphlet-form book, titled **Six Steps to More Successful Job Application.** 48 pages, paper cover, 6" x 9". Price $1 from Blake Printery, 1014 Court St., San Luis Obispo, Calif. It is authored by Edward P. Rogers, Industrial Relations Division, Lockheed Aircraft Corp., Sunnyvale, Calif. AND John P. Riebel, Associate Professor, California State Polytechnic College of San Luis Obispo. As many of you know . . . John Riebel wrote what we consider the best book on better letterwriting. This job application booklet is equally well organized. Details what to do . . . and what not to do. We like especially the closing Step 6 . . . showing the importance of a followup, thank-you letter after the interview. Jobs have been obtained as a result of the followup, rather than on basis of original application and interview. Suggest recommending this book to all seeking jobs.

♫♫

☐ **IF YOU WANT TO SEE** a good-looking, well designed, easy-to-understand annual report . . . ask Pat Flanagan, Florida Power Corp., St. Petersburg, Fla., for a copy of his 1956 masterpiece. Should win a prize in any contest.

♫♫

☐ **A CURIOSITY STUNT** with a terrific impact just reached us from England. Someone could use it here for sure. Douglass Marshall (electro-plating expert), 93 Broadwalk Court, Palace Gardens Terrace, London, W. 8, England, sent us a small 5" x 6⅜" sheet of paper his wife found in her shopping basket after she returned from a food and dairy store. It looked exactly like part of a social letter starting page two. Facsimile handwriting, processed so perfectly we didn't detect it at first. Mrs. Marshall presumed someone had accidentally lost the second sheet in the store and it had fallen in her basket. But it was a planned stunt. Top lines on page seemed a continuation of a report on a trip, then told of a fascinating trip through a United Dairies butter plant in Somerset. Of course, the page was read . . . since we humans have an inborn curiosity to read other people's letters, which accidentally fall into our hands. A good stunt.

♫♫

☐ **GOOD TO SEE** a local insurance agent using an informative and entertaining monthly newsletter. Enjoyed reading one of the monthly issues of "Bob Waters Says Hello" from 116 Maple Drive, Fayetteville, N. Y. It's mimeographed on both sides of a tinted, legal-size sheet . . . folded, stapled and stamped as a self-mailer. Contains a mixture of solid information about property insurance, news about clients, safety suggestions and a smattering of good jokes. Fine job.

♫♫

☐ **GLAD TO HEAR** from an old friend, Mansfield Mills. He was once in the lettershop business in Oklahoma and was

one of the early members of the Mail Advertising Service Assn., as was this reporter. Mansfield is now a securities management consultant at 8008 Jenner St., La Jolla, Calif. He sent us a copy of his latest explanatory booklet (6" x 9", 40 pages, paper cover) titled: "Retirement Security Program." If you want to read a well written and presented story on how to get financially more comfortable . . . write to Mansfield for a copy. He tells us that 90% of his business is sold by mail . . . with clients in 45 states. He says: "Even after living mail order for many, many years, it continues to amaze me what a sales force it can be."

♫

☐ **THIS MACHINE AGE** is wonderful. Paul Bringe sent us samples of a unique mailing he made recently for Milwaukee Dustless Brush Co. Mailing consisted of (1) outgoing envelope with window on left side, (2) a processed letter with a 2" plastic brush inserted through die-cut slots at top left of letterhead (brush and caption "A Brush for You" showed through window), (3) a four-page circular and (4) a return permit card. Interesting point about piece . . . the entire job (brush and all) was run through an automatic inserting and mailing machine without any trouble.

♫

☐ **LOOKING FOR A CAMPAIGN IDEA** that will have wide-spread appeal? Consider running a contest. The popularity of advertising contests is tremendous . . . with an estimated 25,000,000 fans in the U. S. who regularly vie for prizes offered by scores of contest advertisers. **Envelope Economies,** house magazine of Tension Envelope Corp. (19th & Campbell Sts., Kansas City, Mo.) recently devoted an entire issue to the fascinating subject. Information for the fact-filled copy was supplied by A. M. Ansersen, vice-president of Reuben H. Donnelly Corp. and one of the nation's foremost contest authorities. Tension did the feature up brown by including a prize contest for **Economies** readers (describe in 50 words or less "The Most Interesting Envelope I Ever Saw"). More good information on the subject is available from Bruce, Richards Corp., who publish a periodical **Contest News Bulletin** for advertisers. Write to B, R at 250 4th Ave. and get on their list.

♫

☐ **SWEETS CATALOGS,** those perennial favorites for executive and manufacturing lists, have boomed to record-breaking proportions during the past five

CMS

EXECUTIVE SURVEY LISTS

248,223 @ $16.50 PER M

Here is a mailing list of important American businessmen — available by individual name and executive title.

These lists result from Creative's continuing survey of up-to-date and qualified names of business executives. The names are screened particularly for these lists and because of the high quality standards set, we reject more names than we include.

No attempt is made to saturate the market, rather do these names offer the opportunity to pick quality prospects by job title and then to reach those propects by name, title, company affiliation and address.

Currently, 20 categories are available; title and counts appear below:

LIST #	QUANTITY	TITLE
143	7,411	Advertising Managers
128	5,626	Chief Engineers
144	3,699	Controllers
136	12,896	Factory Management Officials
145	21,471	General Managers (Dist., Div., Branch)
129	627	Office Managers
137	4,167	Owners & Partners
130	9,901	Personnel Managers
142	13,344	Plant Managers
131	29,250	Presidents
140	5,122	Production Managers
146	1,099	Public Relations Managers
135	10,904	Purchasing Agents
141	11,915	Research & Engineering Executives
148	4,636	Research Laboratory Heads
127	25,106	Sales Managers
147	11,218	Sales Executives
133	10,082	Secretaries (Corporate)
134	17,215	Treasurers
132	42,534	Vice Presidents

CREATIVE'S NEWLY PROMOTED EXECUTIVES

This nationally-famous list continues to be one of the most mail-order responsive lists of executives on the market. Now more than 175,000 names are available; new names are compiled monthly. Tests are welcomed. $16.50 per M.

Creative Mailing Service, Inc.



460 North Main Street, Freeport, N. Y. Freeport 8-4830

neenah says:



people who read your letters

(this paper gives me a feeling...

always read between the lines

this letter is important)

A subtle reason
for using an
impressive
cotton fiber bond
by Neenah
for your
business letterheads.



You can help create a letterhead that helps your company succeed. The first step is to ask your printer for a free copy of the second series of "The Right Letterhead for You."

Neenah
FINE BUSINESS PAPERS
SINCE 1873

neenah paper company

A DIVISION OF KIMBERLY-CLARK CORPORATION

neenah, wisconsin

SHORT NOTES CONTINUED

years. The 1957 editions of Sweet's Catalog Files show a record total of 27,944 pages . . . in 19 volumes. And a record-smashing total of 53,954,000 copies of manufacturers' catalogs are pre-filed and distributed in the '57 files. Within the past five years, Sweet's Catalog Service (division of F. W. Dodge Corp., 119 W. 40th, New York 18, N. Y.) has seen a 28% gain in clients, 36% gain in total number of pages and a 34% rise in the number of catalogs distributed. Whopping testimony to the importance and popularity of pre-filled catalog lists as a basic marketing tool!

♫

☐ **PLASTICS WORLD** magazine dealt their advertising prospects some unusual promotion . . . in the form of a giant-size winning poker hand. Printed in red and black, the Kromekote cards showed statistics why the Cleworth trade publication was "The Ace of Editorial Appeal/ The Ace of Reader Response/The Ace of Circulation Leadership/The Ace of Advertising Growth." This aces-high idea got plenty of play . . . maybe Cleworth will follow it up with some plastic poker chips.

♫

☐ **"DIAL SPRINGTIME ANYTIME"** is the copy theme of a new air conditioning and heating campaign just released by Airtemp Div. of Chrysler Corp., 1600 Webster St., Dayton, Ohio. Chrysler is promoting their Airtemp units for home and industry with a series of six full-color broadsides. Stressing the "Dial Springtime Anytime" idea, pieces in the series promote benefits of Airtemp gas and oil heaters, water-cooled and waterless air conditioners. If you'd be interested in seeing samples of the campaign you can write to John Hamilton of Chrysler's Airtemp Div.

♫

☐ **FICTITIOUS COMPARATIVE PRICE CLAIMS** were responsible for more complaints to the National Better Business Bureau last year than any other advertising abuse. This and a host of other business-practice information comes from the Bureau's 1956 Annual Report, published last month. Titled "Making Friends For Business," the report details the BBB's accomplishments during the year. 376 major cases involving alleged objectionable advertising or selling in regional or national campaigns were handled at the Bureau . . . with a

92% record of success in getting co-operation and correction. Fund-raising abuse still seems to be a big headache. The BBB's Div. of Solicitation handled more than 25,000 inquiries and complaints about groups asking business for financial support. We suggest you write to the National Bureau in the Chrysler Bldg., New York 17, N. Y. for a copy of "Making Friends For Business." Worthwhile reading.

♫

☐ **THIS MAY NOT BE A "FIRST"** as a direct mail announcement idea . . . but it's still a good one: When Keller-Crescent, creative printers in Evansville, Ind., bought the "first tag stringer in the Tri-State," they announced their new stringing service with a folder die-cut into a large number "1." Dangling from it on a piece of string were four tags, each die-cut to form the number "1." Tags listed four K-C graphic arts "firsts" in the Tri-State . . . leading to the folder headline: "And now, The Latest in a Long String of Keller-Crescent Firsts!" Folder pictured the new Graeber Tag Stringer, told about the new service, etc. A **number 1** promotion!

♫

☐ **THE 1956 PUTMAN AWARDS** are summarized in a 50-page booklet offered by Putman Publishing Co. The top ten 1956 entries have been condensed to highlight their sales problem, job assigned advertising, what was done and . . . results. If you're in industrial advertising you can get a free copy by writing to Putman at 111 E. Delaware Pl., Chicago 11, Ill. Additional copies sell for $3.00. Incidentally, The Poor Richard Club of Philadelphia is again sponsoring the Putman Awards, as they did last year. With entries for the '57 contest now closed (April 1 was deadline) . . . it's expected this year's competition will be bigger and better than ever. (Under the Poor Richard aegis last year, entries were 25% higher than those in 1955.)

♫

☐ **FOTO-RITER** is the name of a new cold type machine, designed for the smaller sized user of display type composition. The machine uses alphabets of individual film slides to produce headlines, etc., photographically. Available alphabets range from 14 to 84 pt. Foto-Riter sells for $200, including six alphabets of type. You can get more information by writing to Foto-Riter Co., 63 S. 13th St., Minneapolis 3, Minn.

take WISHFUL THINKING out of your direct mail!

get your FREE copy of the new

FAIRCHILD MAILING LIST CATALOG



List guessing can be expensive when planning your direct mail. For accurate and resultful penetration of your major retail and manufacturing markets . . . make sure you use Fairchild lists. Names carefully screened and financially rated . . . always up to date, a Fairchild list assures you the cream of the market for your product or service.

With offices in 480 cities of the U. S. and abroad, Fairchild representatives are in constant contact with retail and manufacturing markets. Every name gathered from these sources is checked, screened and re-checked so that you can be sure your list is as accurate and up to date as expert evaluation methods can make it. Fairchild gives you *prospects* . . .not *suspects* . . . guaranteed 95% accuracy on all lists.

Use Fairchild lists - - the best retail and manufacturing lists available.

For your free copy of the new 1957 catalog of Fairchild Mailing Lists, mail the handy coupon or write today on your letterhead to

Fairchild Mailing List Division
Fairchild Publications
7 East 12th Street, New York 3, New York

15% commission to list brokers, lettershops and advertising agencies

YES, please send me a copy of the new 1957 Fairchild Mailing List Catalog. I understand there is no obligation.

Name.....

Position.....

Company.....

Address.....

City..... *Zone*..... *State*.....

New Dickie-Raymond Readership Studies Show What Happens To That "Other 95%:

THE EFFECTIVENESS OF DIRECT MAIL AS A PURE ADVERTISING MEDIUM



An Eye-opening Report on Direct Mail Readership . . . Reviewing the Highlights of a Featured Survey Presentation Given By Leonard J. Raymond At Boston Direct Mail Day, January 15, 1957 . . .

LEONARD J. RAYMOND, president of Dickie-Raymond, Inc., has probably done as much as any one man to help improve direct mail readership. And during his long career of working with all types of mail advertising and promotion, he's also been a major contributor toward measuring its effectiveness.

Back in 1934, when he was president of the Direct Mail Advertising Association, Leonard Raymond started experimenting with different types of research and surveys. Later, in 1938, he was instrumental in developing the formula for the monthly Direct Mail Volume figure . . . now under the DMAA banner as an industry function.

He was aided in this project by Dr. Theodore H. Brown, professor of Business Statistics at the Harvard School of Business Administration. So when Dickie-Raymond decided late in 1954 to plunge into an ambitious program of business mail readership research, it was only natural that they once again called upon the talented professor. His mathematical *Brown Tables* had long since become well-known to volume mailers . . . as accurate guides for determining sample sizes in testing mailing lists, copy approaches and other factors of the mailing package.

Under the guidance of Dr. Brown and his Harvard associates, Dickie-Raymond began a series of intensive studies to determine the proven readership of direct mail sent to business markets. After nearly a year of probing to find a reliable rating system, they came up with conclusive information on twelve different mailings.

The results of these twelve studies were unveiled by Leonard Raymond when he appeared as featured speaker at the opening luncheon of the 1955 DMAA Convention in Chicago. The fine-combed readership findings revealed in his dynamic slide presentation brought the house down . . . and, as Henry Hoke later put it in his *Reporter* Convention Report: "brought the medium into mature stature."

The Reporter rushed Leonard Raymond's entire talk into type, and gave it immediate feature treatment (complete with slide illustrations and survey result figures) in our October, 1955 issue.* But even before the ink was dry, industry leaders who saw the proof in Chicago were hailing the studies as a major step toward Starch, Politz, Neilsen, Trendex-type media measurement for direct mail.

On January 15th of this year, Mr. Raymond made a second important trip to the speaker's rostrum . . . to show and explain the results of some new studies his company and Dr. Brown have conducted during 1956.

* *Reprints of entire six-page article, "Taking A Reading On Direct Mail Readership", are available at 50¢ per copy. Write to The Reporter of Direct Mail Advertising, 224 7th St., Garden City, N. Y.*

DESCRIPTION OF MAILING:

Novelty "thermometer" letter with dealer imprint. (When reader removed red reply card inserted in letter, "mercury" in "thermometer" dropped.) Reply card offered free booklet.

SURVEY RESULTS:

Of those surveyed . . . 71% **recalled** the mailing
Of those who recalled . . . 87% **read some or most** of it
Indicating that approximately 62% or 63,200 of the total list Read Some or Most of the mailing.

COMMENTS:

Some dealers reported up to 10% returns from this mailing.



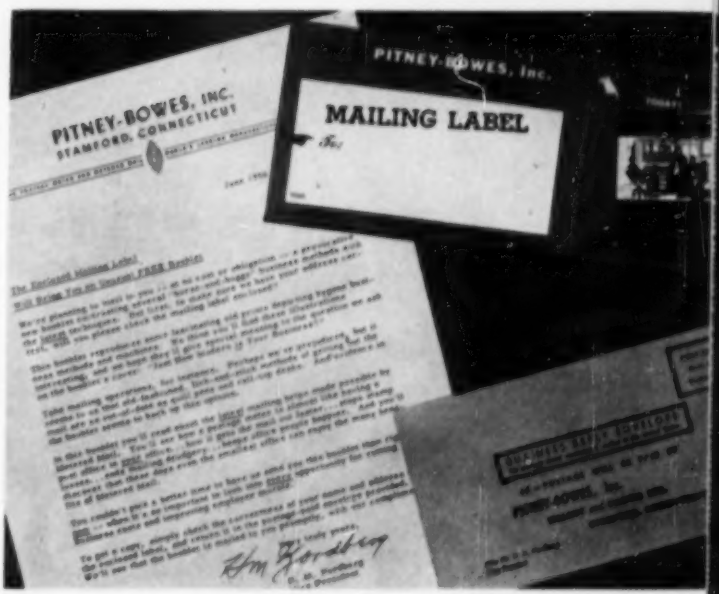
DESCRIPTION OF MAILING:
Prospect Mail #3. Letter—"The Enclosed Mailing Label Will Bring You An Unusual FREE Booklet," reply label offering booklet, "Just How Modern Is Your Business?"

SURVEY RESULTS:
Of those surveyed . . . 86% **recalled the mailing**
Of those who recalled . . . 72% **read some or most** of it
Indicating that approximately 62% of the total list Read Some or Most of the mailing.

COMMENTS:
Although this survey was conducted on the general mailing of 360,000 and did not include the 40,000 sent earlier in the test mailings, if projected to the entire list of 400,000 it would indicate that approximately 248,000 read some or most of the mailing.

Continuing our studies on receipt of 3rd Class Mail, 84% of those surveyed claimed they see all 3rd Class Mail addressed to them.

Of those surveyed 52% also claimed they open all mail and remove the envelope when addressed to them personally. (This figure is useful in gauging the effectiveness of P-B Postmark Advertising.)



DESCRIPTION OF MAILING:
"Optical Illusion" folder, transmittal letter. One in a continuing series of broadcast mailings to remind shippers of the advantages of Air Express.

SURVEY RESULTS:
Of those surveyed . . . 68% **recalled the mailing**
Of those who recalled . . . 77% **read some or most** of it
Indicating that approximately 52% of the total list Read Some or Most of the mailing.

COMMENTS:
This would indicate that approximately 91,000 of the entire list read some or most of this mailing.
This was also our first experiment in surveying the receipt of 3rd Class Mail . . . to determine how much 3rd Class Mail is actually seen, and whether or not it might account for the portion that is not recalled by individuals. Of those surveyed, 86% claimed that all 3rd Class Mail reaches their desks. Of those who recalled the mailing 94% always see all 3rd Class Mail addressed to them.
Of those who did not recall the mailing, one-third of them receive their mail after it has been screened by another person.
Another Interesting Point: Further questioning revealed that, of those surveyed, a total of 57% recalled the AX "Air IQ" mailing of 8 months earlier and 59% of the recall group remembered reading some or most of the mailing.





DESCRIPTION OF MAILING:

Letter "Thumbnail Guide" Folder—Featuring forms required for shipping by **International** Air Parcel Post. Part of a continuing program to familiarize shippers with the advantages of Air Mail and Air Parcel Post.

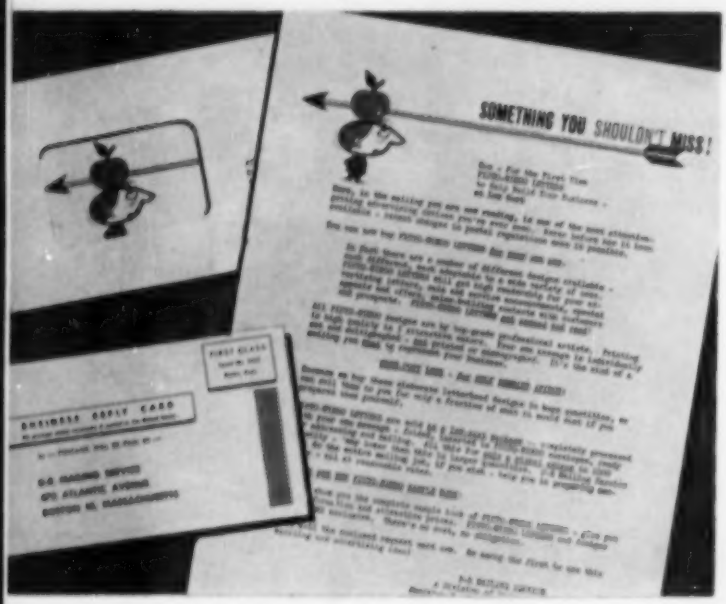
SURVEY RESULTS:

Of those surveyed . . . 57% **recalled** the mailing
Of those who recalled . . . 68% **read some or most** of it
Indicating that approximately 39% of the total list Read Some or Most of the mailing.

COMMENTS:

This would indicate that approximately 13,000 of the entire list read some or most of the mailing.

In addition, 85% of the entire group surveyed claimed they see all 3rd Class Mail. This is the fifth survey in which we have inquired about readership of 3rd Class Mail and it is interesting to note that from 71% to 86% of respondents claim to see all 3rd Class mail.



DESCRIPTION OF MAILING:
"Picto-Windo" letter, reply card offering further information on "Picto-Windo" mailings.

SURVEY RESULTS:
Of those surveyed . . .50% **recalled** the mailing
Of those who recalled . . . 63% **read some or most** of it
Indicating that approximately 32% of the total list Read Some or Most of the mailing.

COMMENTS:
We are probably safe in assuming, on the basis of this survey, that 2,200 recipients read some or most of this mailing.

In addition, we checked on the 3rd Class Mail reading habits of those surveyed, and in this instance 79% of them claimed they see all 3rd Class Mail addressed to them personally. Of the 21% who answered negatively, it is important to note that more than one third stated that their mail is screened prior to reaching them.

Going a step further, we inquired about the DRMS "Seed" mailing sent 10 months earlier to the same list. Of those surveyed, 24% recalled the mailing of last year.

The scene was Direct Mail Day in Boston, where the Dickie-Raymond president was headlined as main speaker at the noon luncheon.

While most of the explanatory text in this Boston talk was a repeat performance of his Chicago presentation, Mr. Raymond expanded it . . . to emphasize stronger than ever the realistic "effectiveness of direct mail as a pure advertising medium."

Explaining the potential in this direction, he said that for a long time mailers were content to count actual

(*Continued on Page* 28)

DEFINITIONS OF TERMS USED

One word about terminology. I'm strictly a layman when it comes to statistical research and I assume that most of you here today are also. We should, however, have a mutual understanding of a few simple terms.

When we say READERSHIP we mean that approximately 50% of the piece has been read.

PROVED READERSHIP means that questions and answers were such that we were confident that *more* than 50% was read—and central thoughts retained even to the point of direct quotation.

UNAIDED RECALL means just what it says—addressee recalls the mailing and remembers it without help or prompting.

AIDED RECALL means that hints or help as to what the mailing was about have been given—perhaps a description of the illustration on the cover, etc., and now for the survey results . . . on the following page.

SHOWMANSHIP . . . at its best!



The lion tamer is a great showman. As the lion snarls . . . roars . . lunges suddenly . . . your heart almost stands still. But the trainer skillfully blends these daring touches of excitement with precise control . . . and that's showmanship.

Because showmanship in a printed piece calls for the same blend of control and excitement, Peninsular controls fibres, sizing, finish and trim in every sheet to assure fast, economical, quality printing. And for creative men, Peninsular offers imagination in colors and textures to provide the touch of excitement.

This message is printed on 100 lb. Peninsular Duplex, available in 11 colors backed by white . . . an example of Peninsular Paper that sparks imagination.

PENINSULAR
cover stock specialists now in our 90th year

Peninsular Stock Lines

TUSCAN COVER • ECONOMY COVER • ORBID COVER • DUPLEX COVER • BERMUDA DUPLEX • ZAMORA COVER • PAB COVER • TWIN TONE COVER • BRILLIANT WHITE • WOLVERINE COVER • ARGELO TEXT

PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN

10 TIPS
for BETTER READERSHIP for LETTERS
and
9 TIPS
for PRINTED PIECES ADDRESSED to the BUSINESS or EXECUTIVE MARKET

From Talk by Leonard J. Raymond
President — Dickie-Raymond, Inc.
at Direct Mail Day, Advertising Club of Boston
January 15, 1957

LETTERS

1. Have an opening that promises the reader a benefit (Free booklet, time-or-money savings, etc.)
2. Ask a question that gets the reader mentally to nod his head.
3. Get "news" into the headline.
4. Keep opening paragraph short—mix up long and short paragraphs.
5. Address the reader as an individual. Don't write a headline, "To all our good customers," when the letter presumably will be seen by only one.
6. Come to the point quickly. Don't start off with an irrelevant story or anecdote, no matter how good it may be. It's a sure sign you don't know how to get started.
7. Don't annoy the reader—and lose him—by telling him obvious things about his own business.
8. To carry reader along through the entire copy—and to smooth transition from paragraph to paragraph—use conjunctions liberally—especially at opening of sentences and paragraphs.
9. Strive to make your letter personal, low-pressure, friendly, sincere, informal.
10. After writing your first paragraph ask yourself, "Is that what I'd say right after the handshake if I were calling in person?"

PRINTED PIECES

1. Use interesting and easy to read testimonials.
2. Have eye-catching illustration.
3. Use a fresh, "off-beat" approach—humor, old-fashioned type, layout, copy.
4. Strive for a dramatic layout—use unusual camera angles and effects in photographic illustrations.
5. Use unusual folds or die-cuts.
6. Try sending pre-prints of space ads instead of reprints—with a letter.
7. When mailing helpful, technical or semi-technical information to people like engineers and architects, lean the other way and avoid all tricks or frills—pack your mailing with helpful facts.
8. When preparing a booklet to be offered, don't fill the entire booklet with "nuts and bolts." Make the first half of the booklet objective, helpful, informative—without any "sell."
9. Enclose your booklet or printed piece in an envelope and have a letter of transmittal selling the piece—rationalize why you have sent it.

direct replies as their only measure of readership. A 5% return of reply cards, for example, was considered fine.

"But what happened," asked Mr. Raymond, "to that other 95%? This altogether too much concentration on results, on replies, as proof of readership was short sighted and stupid . . . because if we get a 5% actual return, we suspect that 95% of our mailing gets publicity and exposure value.

"Here was *another* great factor to be considered . . . the 'suspected' but 'unmeasured' readership of direct mail above and beyond replies received—*the effectiveness of direct mail as a pure advertising medium.*"

It was with this consideration that Dickie-Raymond and Dr. Brown embarked on twelve new studies last year. Five of the studies were presented in Boston . . . and are pictured on these pages, showing their impressive results.

Leonard Raymond told the Boston audience that in doing these studies, no attempt was made to evade or overlook direct response, sales leads, which are so important to many. "It is," he explained, "an appraisal of the 'plus' value where direct response is *desired* . . . and an *estimate* of readership when direct mail is used only as an advertising medium."

He also pointed out that all the studies so far have dealt with material properly and professionally planned, then issued this cautioning note: "Let no one get the idea that all direct mail gets as warm a welcome, or high a percentage of readership."

The speaker followed up his slide presentation by offering some specific recommendations on "How To Increase Direct Mail Readership" . . . which you'll find summarized elsewhere in this report.

Leonard Raymond's final advice was "not to expect people to treasure and memorize your mailings." He urged mailers to set up reasonable readership goals and stick with them. "Last night's TV, yesterday's newspaper, last month's magazines have all served their purpose and gone their way. So it is with direct mail," he said.

"Go after direct results . . . go after high readership, and avoid that wastebasket bug-a-boo by having your material properly prepared. It may be by some one in your own office who is a professional, or by an outside organization who knows what they are doing.

"And remember . . . it costs just as much for printing, postage and mailing for a piece that *says nothing* as for one that *says* and *does* something." ●

new way to boost sales all year 'round

reserve space *now* in

THE ADVERTISING CENTER

permanent exhibit center for
advertising and sales promotion
products, services, ideas

opening May 20—4000 sq. ft. Young & Rubicam Bldg.
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CONSISTENT YEAR-ROUND TRAFFIC

1. Street-level location—free admission.
2. Content of exhibits changes constantly.
3. Special interest displays throughout the year.
4. Advertisers exchange service—hundreds of advertising and publicity tie-in opportunities—hundreds of products available as props or give-aways are listed FREE on the Center's "Big Board."
5. Full-scale publicity program.
6. Reference library.
7. Conference room seating 50.

HERE'S HOW THE CENTER CREATES SALES FOR YOU

1. Your phone number is right next to your display.
2. Telephones for "hot" customers to call you.
3. Your literature distributed at your exhibit.
4. Visitors request additional information on directory card listing all exhibitors. You get these names within 24 hours.
5. Center will mail your literature throughout U. S.

IT'S EASY TO EXHIBIT — HERE'S ALL YOU DO

1. Decide what size display(s) and which categories you wish to display in.
2. Mail space reservation now.
3. Ship the materials you want displayed to The Advertising Center, with a supply of literature and/or samples. Allow 1 week for installation, or you may install yourself. No charge for ordinary mounting and installation. 110 and 220 volt electricity available without charge.

ONLY $15 PER MONTH

per unit of exhibit space—1 ft. x 1 ft. of wall space or 1 ft. x 1 ft. x 1 ft. of cubic floor space

mail now to be sure of space



SPACE RESERVATION

THE ADVERTISING CENTER, INC., 285 MADISON AVE., NEW YORK 17, N. Y.

Please reserve the following exhibit units under the following categories @ $15 per unit, commencing May 20, 1957.

No. of Units	Category	No. of Units	Category	No. of Units	Category
___	Sales Promotion, Sales Training	___	Letterpress and Production	___	Colorprints & Transparencies
___	Direct Mail	___	Packaging and Paper	___	Typography
___	Point of Purchase	___	Art	___	Binders
___	Visual Aids	___	Convention and Sales Meeting Exhibits	___	Charts & Signs
___	Premiums	___	Other Displays	___	Sales Incentives
___	Advertising Specialties	___	Photoprints	___	Media, Advertising Services, Business Machines, General
___	Photography			TOTAL UNITS	_____
___	Offset Lithography				

Name _____ Address _____
Title _____ City _____ Zone ___ State ___
Company _____ Signature _____



PORTRAIT OF A

WHEN MERCURY, the roman God of commerce, was dodging chariots with his winged heels . . . he never realized that someday his commercial namesake would be thriving on the atom-age congestion of a mecca called Manhattan.

But the fleet-footed patron of all messengers would be delighted today to see how Mercury Service Systems, Inc. thrives as the largest messenger service of its kind in the modern world's biggest traffic jam. With split-second timing from a central switchboard at 461 Fourth Avenue, modern Mercury provides thousands of firms in the metropolitan New York area with same-day delivery of anything from "an envelope to a truckload." Linked to this central switchboard are a total of 300 foot messengers and 100 delivery vehicles . . . immediately available through a network of 15 branch offices stretching from the Battery to the Bronx.

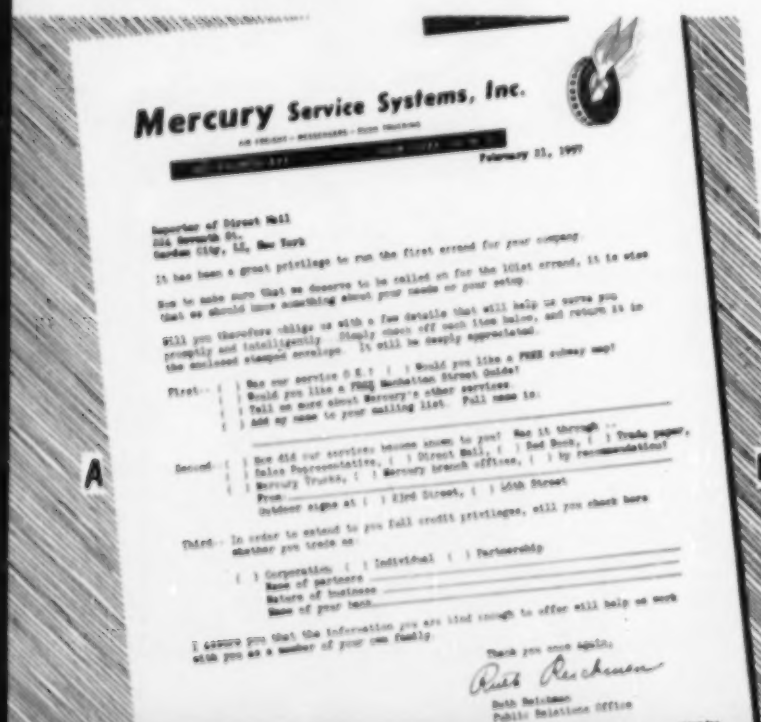
Since its very beginning 16 years ago, Mercury has steadily built an errand empire on the firm foundation of service, speed . . . and *progressive promotion*.

The company got its start when a messenger named A. J. Roper got tired of lugging packages for somebody else, and opened his own one-man midtown delivery service. A year later, he hired Irving Seiden, another former messenger, as salesman. President Roper's decision proved to be a good one . . . for Mr. Seiden turned out to be not only a good salesman, but a master at producing prodigious promotion as well. His continuous creation of direct mail in Mercury's behalf is one of the big reasons why the company now enjoys a lion's share of Manhattan's highly-competitive messenger business.

When he became vice president of the firm in 1946, Irving Seiden poured on more and more of his sales promotion prowess . . . which in ten years has boosted Mercury out of the mere errand boy class and established it as a big and important part of New York's booming commerce. And, he's still at it . . . continually broadening what is already one of the most encompassing direct mail operations ever conducted by a service organization of Mercury's size.

As you can see by the bevy of different approaches shown on these pages, Seiden's basic sales promotion philosophy seems to be "Never neglect a customer . . . keep after a prospect . . . and never overlook a new market possibility—anywhere."

With a keen mixture of hard and soft sell blended with good public relations sense, super-salesman Seiden handles all three areas with equal dexterity. There's nothing slick, fancy or glamorous about any of his mail missiles . . . yet a good percentage of them always manage to produce phone calls to that magic number, "LExington 2-6000". While most of the mailings are sales letters produced



A

Mercury Service Systems, Inc.

February 21, 1947

Reporter of Direct Mail
Garden City, LI, New York

It has been a great privilege to run the first errand for your company.

Now to make sure that we deserve to be called on for the 101st errand, it is wise that we should know something about your needs or your setup.

Will you therefore oblige us with a few details that will help us serve you promptly and intelligently. Simply check off each item below, and return it in the enclosed stamped envelope. It will be deeply appreciated.

First— ( ) Use our service O.E.D. ( ) Would you like a FREE subway map?
( ) Would you like a FREE Manhattan Street Guide?
( ) Tell us more about Mercury's other services
( ) Add my name to your mailing list. Full name to:

Second— ( ) How did our service become known to you? How it through ... ( ) Sales Representative, ( ) Direct Mail, ( ) Red Book, ( ) Trade paper, ( ) Mercury Trucks, ( ) Mercury branch offices, ( ) by recommendation?
From _____
Outdoor signs at ( ) 42nd Street, ( ) 50th Street

Third— In order to extend to you full credit privileges, will you check here whether you trade as:
( ) Corporation, ( ) Individual ( ) Partnership
Name of partners _____
Nature of business _____
Name of your bank _____

I assure you that the information you are kind enough to offer will help us work with you as a member of your own family.

Thank you once again.

Ruth Reichman
Ruth Reichman
Public Relations Office

B

AN IMPORTANT ANNOUNCEMENT

Would you like to help your passengers?

Of course you would. For its part of just general "good service" to help the passenger in every way you can. Especially when it doesn't cost you a single penny.

We can help you to help your passenger. Two of the enclosed "throw-aways"

———in your ticket envelopes,

———on your ticket counters,

———in your baggage claim areas,

———in your flight kits,

or any point where there is contact with the passengers will enable your passenger to make use of the best baggage delivery service in the New York market. Mercury Service.

We have an ample supply of these forms available for your needs. By returning the enclosed card today, you can help us to help your passengers.

Sincerely,

Irving Seiden
Irving Seiden
Vice President

encl

AN ENVELOPE TO A TRUCKLOAD

A PROMOTIONAL V. P.

under a never-changing blue letter head, Irving Seiden will try almost anything within reason . . . from syndicated post cards to give-away key chains (which, incidentally, produced some hefty results in a recent mailing).

While many mailers spend weeks planning and nursing a sales letter into the mails, Mercury's are purposely done in a hurry. His many years in the messenger field have given Irving Seiden a natural inclination for speed and a respect for the "post haste". He's been known to dictate a good selling letter in less than five minutes and whisk it to a lettershop marked "Rush".

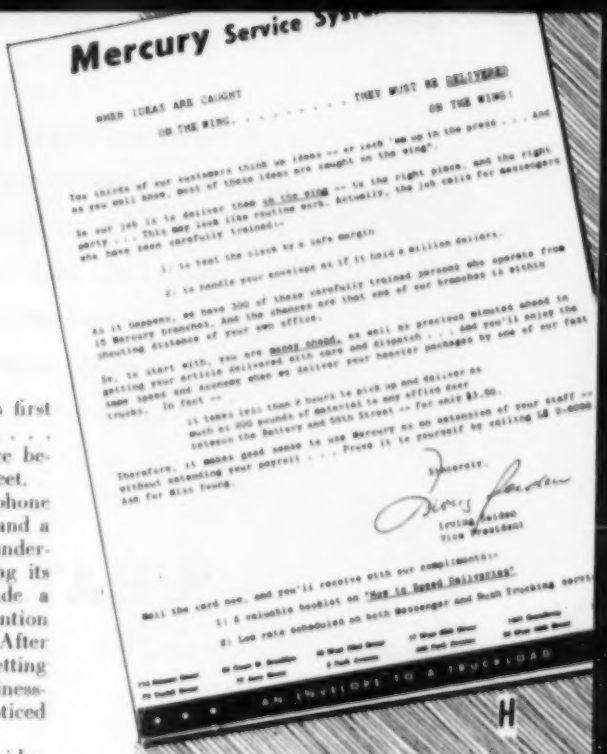
For a business which is built on speed, this hurried mail handling has its advantages. Mercury's mail strikes while the iron is hot . . . with a sense of timeliness and urgency.

If there's any deep-rooted secret to Irving Seiden's direct mail success, it might be the first vivid lesson in promotion he learned years ago back in Mercury's salad days. The budding firm had just acquired its first three-wheeled motorcycle truck . . . to start a regular shuttle service between the Battery and 59th Street.

With Mercury's name and phone number blown up on the side, and a muffler that was blown-out underneath, the vehicle started making its appointed rounds. It also made a racket . . . calling people's attention to the name and phone number. After a few trips, Mercury began getting delivery assignments from businessmen along the route . . . who noticed the "promotion" truck.

Right then and there Irving Seiden discovered it would be wise to put some intentional promotion on the road . . . and keep it running. Over the years, his endless creative vehicles have travelled by mail, carrying Mercury's sales message down just about every avenue in town.

Maybe the printed variety hasn't been as noisy as Mercury's first truck . . . but Irving Seiden has learned, too, that you don't have to shout when people start listening. — *D. L.*


Mercury Service Syst

WHEN IDEAS ARE CAUGHT . . . . . THEY MUST BE DELIVERED
ON THE WING. . . . . ON THE WING!

Ten thirds of our customers think up ideas -- or rush "em up to the press . . . And as you well know, most of those ideas are caught on the wing".

So our job is to deliver them on the wing -- to the right place, and the right party . . . This may look like routine work. Actually, the job calls for messengers who have been carefully trained--

1) to test the clock by a safe margin

2) to handle your envelope as if it held a million dollars.

As it happens, we have 300 of these carefully trained persons who operate from 15 Mercury branches. And the chances are that one of our branches is within shouting distance of your own office.

So, to start with, you are money ahead, as well as precious minutes ahead in getting your article delivered with care and dispatch . . . And you'll enjoy the same speed and economy when we deliver your heavier packages by one of our fast trucks. In fact --

It takes less than 2 hours to pick up and deliver as much as 200 pounds of material to any office near ... between the Battery and 59th Street -- for only $3.50.

Therefore, it makes good sense to use Mercury as an extension of your staff -- without extending your payroll . . . Prove it to yourself by calling LE 2-6000 and ask for Miss Young.

Sincerely,

Irving Seiden
Vice President

Mail the card now, and you'll receive with our compliments--

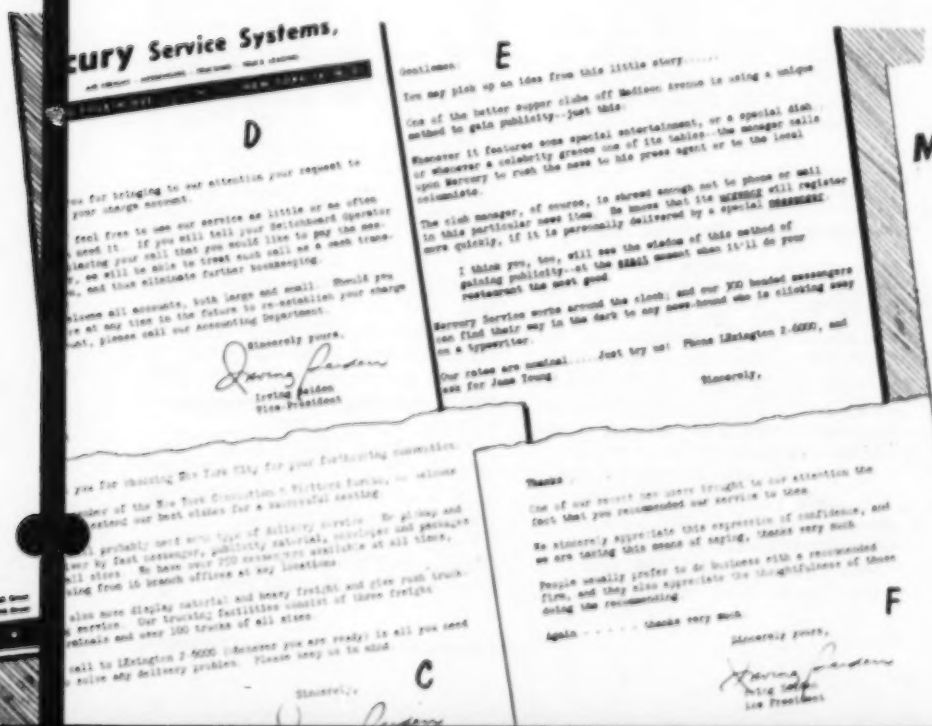
1) A valuable booklet on "How to Speed Deliveries"

2) Low rate schedules on both Messenger and Rush Trucking service

AN INVITATION TO A TRUCKLOAD

H

A. **Survey letter on Mercury service.**
B. **Letter to airlines announcing new baggage pick-up service.**
C. **Letter sent to managers of forthcoming conventions and exhibits booked for New York City.**
D. **Letter of acknowledgement of cancellation of charge account.**
E. **Sent to better restaurants and supper clubs.**
Purpose: To develop messenger business.
F. **Letter of thanks to person or company who has recommended us to new account.**
G. **3rd letter sent to new accounts (about two weeks or so after the first call).**
H. **Letter to ad agencies and graphic arts prospects.**


cury Service Systems,

D

you for bringing to our attention your request to your charge account.

feel free to use our service as little or as often need it. If you still tell your Switchboard Operator phoning your call that you would like to pay the mes-, we will be able to treat such call as a cash trans-, and thus eliminate further bookkeeping.

welcome all accounts, both large and small. Should you re at any time in the future to re-establish your charge unt, please call our Accounting Department.

Sincerely yours,

Irving Seiden
Vice President

E

Gentlemen:

You may pick up an idea from this little story.....

One of the better supper clubs off Madison Avenue is using a unique method to gain publicity--just this:

Whenever it features some special entertainment, or a special dish or whenever a celebrity graces one of its tables--the manager calls upon Mercury to rush the news to his press agent or to the local columnists.

The club manager, of course, is shrewd enough not to phone or mail in this particular news item. He knows that its WORDS will register more quickly, if it is personally delivered by a special messenger.

I think you, too, will see the wisdom of this method of gaining publicity--at the SMALL amount when it'll do your restaurant the most good.

Mercury Service works around the clock; and our 300 headed messengers can find their way in the dark to any news-hound who is sleeping away on a typewriter.

Our rates are unusual.....Just try us! Phone LExington 2-6000, and ask for Jane Young.

Sincerely,

C

you for choosing New York City for your forthcoming convention.

member of the New York Convention & Visitors Bureau, we welcome extend our best wishes for a successful meeting.

probably need some type of delivery service. We already and all cities. We have over 300 messengers available at all times, going from 15 branch offices at any location.

also move display material and heavy freight and give rush truck- service. Our trucking facilities consist of three freight retionals and over 100 trucks of all sizes.

call to LExington 2-6000 whenever you are ready; in all you need solve any delivery problem. Please keep us in mind.

Sincerely,

F

Thanks

One of our recent new users brought to our attention the fact that you recommended our service to them.

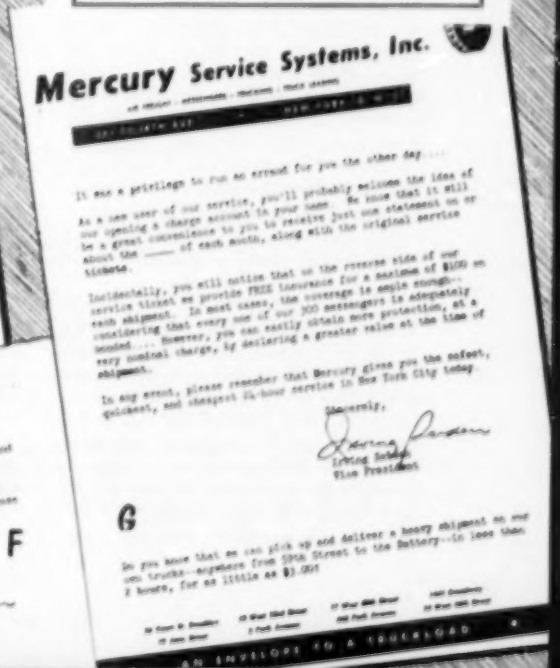
We sincerely appreciate this expression of confidence, and we are taking this means of saying, thanks very much.

People usually prefer to do business with a recommended firm, and they also appreciate the thoughtfulness of those doing the recommending.

Again . . . . . thanks very much.

Sincerely yours,

Irving Seiden
Vice President


Mercury Service Systems, Inc.

It was a privilege to run an errand for you the other day.....

As a new user of our service, you'll probably welcome the idea of our opening a charge account in your name. We know that it will be a great convenience to you to receive just one statement on or about the ____ of each month, along with the original service tickets.

Incidentally, you will notice that on the reverse side of your service ticket we provide FREE insurance for a maximum of $100 on each shipment. In most cases, the coverage is ample enough--considering that every one of our 300 messengers is adequately bonded.... However, you can easily obtain more protection, at a very nominal charge, by declaring a greater value at the time of shipment.

In any event, please remember that Mercury gives you the safest, quickest, and cheapest 24-hour service in New York City today.

Sincerely,

Irving Seiden
Vice President

G

So you know that we can pick up and deliver a heavy shipment on our own trucks--anywhere from 59th Street to the Battery--in less than 2 hours, for as little as $3.50!

AN ENVELOPE TO A TRUCKLOAD

At Direct Mail Day in Detroit last month, a local housewife made big-time consumer mailers sit up and take notice . . . by giving them the real low-down on female reaction to their Main Street mailings. Her both critical and helpful words published here offer some good advice from the most important of all "experts" — the average American homemaker. Read carefully as she tells you frankly . . .

WHAT A HOUSEWIFE THINKS

WHEN I WAS FIRST ASKED to represent that segment of the reading public known as "Housewives," and to talk to you about *our* reactions to direct mail, frankly I wondered just how much of it I actually did read . . . and I jumped to the hasty conclusion that I chuck most of it in the wastebasket.

But the effort I have spent on this subject during the past few weeks has brought me some gratifying surprises about direct mail advertising, and about myself as well. I have found out, in the first place, that I *do not* toss direct mail pieces into the wastebasket *unopened*. I am actually annoyed when someone else in the house destroys them immediately . . . I *enjoy* reading most of them through rather carefully . . . and I find them for the most part pretty interesting and helpful. Now I'll admit that I have read everything much more critically since I have been making these preparations, and therefore in the future I think I'll probably be much more attentive to what I receive.

I would guess that the greatest amount of retail buying in the country is in the hands of the women. Most men have little time for shopping and really hate to do it—don't even like to buy their own clothes—so that it becomes one of the important responsibilities of the housewife to shop, to provide for the needs of her family and home. It's also a matter of pride, as well as a necessity, that she shops wisely and efficiently. But nowadays any woman has so many *demands* on her time that she has great *need of good devices* to help her with her buying.

When I was a young married woman I considered it a real lark to get all dressed up and go down town in the morning, shop till noon, have lunch with a friend, do the stores all afternoon, and go home whipped . . . thinking I had had a great time for myself. But young women with families can't do that today. The *help* situation won't permit it, for one thing. They scarcely have time to spend, unhampered, at shopping centers, let alone down town. Furthermore, time was when telephone ordering and delivery service were taken for granted; but during the war much of that went by the board, never to return.

Direct Mail "Classifies Itself"

So women running homes these days are ready to make use of good helpful devices that will bring ease and efficiency to their duties, and potentialities in the consumer field. Here, I think, direct mail *can* do, and *is* doing a great job . . . and may assume an ever-increasing importance in the duties of the housewife.

Direct mail seems to classify itself quite naturally. For instance, there is the *gift* material, of which we all receive an abundance at Christmas time. There's introductory offers, there's information on sales, there's a variety of material from the automotive world, etc. In fact, there is so much material from every phase of business, that even this type of selling has to be highly competitive. A direct mail piece has to have eye appeal or some gimmick to call attention before it will be read. Furthermore, it must stay in character with the merchandise it attempts to sell, or it won't be given much consideration.

For instance among the Christmas gift material I receive, a great deal of glamorous and elegant merchandise is represented. I have in mind two brochures, one from Steuben Glass, one from George Jensen of New York . . . both offering the same kind of high quality product. These little books are works of art, they are printed on fine paper, pictures are beautiful, the objects are carefully chosen, and the copy gives adequate description but is kept at a minimum. In other words, they bespeak the elegance of the product. They are worthy of consideration, and are valuable to save for future reference. In past years in our family we have used these pieces . . . both in the purchase of family gifts, and in choosing wedding presents and gifts for other occasions.

On the other hand, I recall a piece of direct mail which came from a local shop which dispenses truly elegant specialty merchandise . . . but the ad itself was indeed ordinary. Except for the *price list* there was no suggestion of *fine* quality; the folder might

KS OF YOUR DIRECT MAIL



By Mrs. Harriet P. Davidson

just as well have come from any store that devotes just one of its many departments to the same type of product. I wasn't inspired to fill out one of the order blanks. Instead, I think I felt faintly annoyed with the thing; and I think this folder reached the wastebasket with less consideration than the product deserved.

Another Christmas mail order catalog I received provided quite an enlightening experience. To quote the first page: "A Treasure House of Presents, this catalog is a place to browse when you have time to spend in search of something unusual for a relation or friend."

That charming little verse did indeed tell the story . . . the greatest conglomeration from the sublime to the ridiculous (not too much sublime), all thrown in together! There was an electric table broiler, an automatic radish slicer, a liner to keep your false teeth in place (a gift, mind you!), a hair dryer, some toys, darling fur earrings fashioned to look like mice (complete with tails), a good picnic basket, a mink-handled tooth brush, etc.

"Women Resent Receiving Junk"

What busy housewife would have the time or patience to wade through this mess! Unless material is presented in some kind of *order* no one wants to take the time to search through it . . . not even to be amused. Women resent receiving junk in the mail rather than practical material of good quality. This type of thing is one good reason why a great deal of direct mail *may* be routed directly to the wastebasket.

Distributors of fancy foods such as the cheese manufacturers, gourmet clubs, Fruit of the Month, citrus fruit packers, etc. are very helpful. In their literature, they suggest exciting combinations of foods. They show attractive packaging, often of a permanent nature. Sometimes they suggest such articles as trays or casseroles to accompany particular food delicacies. And, they make it easy to order. One of these catalogs, from Fin & Feather, even had a gift certificate service. This kind of shopping service isn't limited to Christmas gifts. I know people who find it a convenient way to keep a supply of special delicacies on their own shelves all year long.

Magazines often come up with quite outstanding promotion on introductory price offers. *Harper's Bazaar* has just done what I thought was a very clever job of this. Two separate packages were sent out . . . one to women, the other to college girls. Each approach was as different from the other as the college gal is different from her mother or older married sister. The piece addressed to the adult was a dignified typewritten letter on plain white stationery, while the letter to the young thing was written in very

ABOUT MRS. HARRIET P. DAVIDSON . . .

Mrs. Harriet P. Davidson was born in a small southwestern Michigan town where she went through high school. Studied at Milwaukee-Downer. Got her degree from the University of Michigan. After two years of teaching high school English, she married and moved to Detroit.

Both of Mrs. Davidson's children—Marianne, currently a sophomore in the School of Music at Ann Arbor and a Kingswood graduate; and Alice, an Ohio University graduate, now sales promoting Columbia records in New York—were born in Grosse Pointe where the Davidsons resided for ten years.

For the past fifteen years, Mrs. Davidson has lived on a 118 acre dairy farm near Lake Orion. She has participated actively in the management of the farm, as well as in community affairs. She served on the Clark School Board and as president of the Lake Orion PTA. She headed up a Lake Orion High School Band Booster drive that raised $10,000 for band uniforms and instruments. She is a member of the Lake Orion Youth Center Board and has been active in local Red Cross drives. She is currently treasurer of the Lake Orion Women's Club and vice president of the Angelus Guild of St. Marys-in-the-Hills.

It is possible that a more than normal amount of direct mail has reached Mrs. Davidson's house from the mail box in front of her farm. She can hardly avoid the extra mail brought in by her husband's position. But, she has maintained her viewpoint as a housewife and a mother—a perfectly normal subject of perhaps a bit more than normal mail.



"Neiman Marcus sent me about the cleverest little package, that just reeked with glamor. It was titled 'Togetherness', taken from the theme developed by McCall's. A 'Stack Pack' idea showed eight cards, each offering three items 'laced together with merry perfection' to make a wonderful gift. There was a wide variety of merchandise — accessories, toys, stationery, men's gifts, minks and diamonds, etc. (and a price range from $30 to $5,000). The treatment was simple, but gay and sophisticated. In short, it was just Neiman Marcus through and through. I didn't fill out any of the order blanks, I'm sorry to say; but now I certainly want to get to Dallas to visit this store. Direct Mail did this to me."

Here are two mailings

feminine backhand (breezy, youthful style, produced on glamorous pink and white striped stationery).

Care was taken in each letter to stress features, even authors, that would appeal to each age group. My college daughter found one grave error, however. Her letter suggested that college girls compare or discuss what they pay for their clothes. That, she informed me, is just *never* done!

"A Woman Is a Push-Over for Any Free Sample"

A French magazine called *Realité*, which I have never seen, recently sent out a very intriguing bit of promotion. The package was small and dainty with a rather exciting letter. Enclosed was a little four-page brochure illustrated in full color, and a free offer of Christian Dior perfume (a few drops, I presume). A woman is a push-over for *any* free sample, let alone something as dynamic as Christian Dior perfume. *Realité's* offer was really lovely and dignified . . . with good taste that paid tribute to a woman's intelligence.

Probably everyone by now has received the *Readers' Digest* promotion for their Condensed Book Club (the 8¢ offer). This effort left me cold for some reason. I have examined it rather closely, and it's well written. But perhaps a trifle too expansive about this terrific bargain. And from the appearance stand point it's too busy to be effective, becomes junky. I admit that I entertain two prejudices here: I *do not* care for abbreviated books; and I don't go for the so-called "clubs." But this job overcame neither prejudice.

A similar thing has come from a record concern calling itself *Music Treasures of the World*. This time, 10¢ brings a 12-inch l.p. record of the classics, plus the first treatise of your music appreciation course (the old foot-in-the-door method). The literature indicates that subsequent records may cover all fields of music and a wide range of artists, but there is nothing specific as to what this record outlet is. I know it is a club, but what is the source of supply? No familiar names such as Victor, Columbia, Capitol, etc. are mentioned. I am interested in building up my record library, but I want to know to what I am subscribing. In my opinion, this offer was much too vague . . . really missed the boat.

Lever Bros. has just used the "introductory offer" to launch a new soap and cleanser. A letter set forth the revolutionary features of the new products, and free samples clinched the sales points. I tried the samples, and liked the products. And . . . I expect to buy them in the future.

"We Take That for Granted"

A good deal of the automotive direct mail is created to get you to check your car. All types of pieces remind you to "check this and check that." Just the other day, a little leaflet told me to "check the caster and camber." Caster and camber? I never heard of them!

The gas and auto people tell you of their marvelously equipped service shops and the wonderful technical training their service men receive. We take that for granted! This is an age of specialization, and we pay *big* prices for cars and for service.

The family car, and in many families there are two cars, is probably the most costly single household item that is purchased, and it's given the hardest use. So, of course, we women want plenty of information on the progress of car manufacturing . . . progress in performance, new looks, comfort, economy and by all means, safety. The closer the time comes to trade in the old model, the more carefully we read what you have to tell us about the new models. By the time we go with our husbands to contact the salesman, we know pretty well what we are looking for.

"The Husband Likes Turquoise and White, Too"

On the whole, I think folders selling new cars are doing this job pretty well. So make sure your automotive direct mail keeps reaching the housewife. Smart manufacturers have certainly found it wise to go after her business. Look at the pastel colors, the fancy interiors, power steering, power brakes, automatic transmission, etc.

The man may fall back on the old cliche, "Well, I bought turquoise and

"Last week I received a letter that really rang a bell! I happen to drive a Buick, and this little note, strictly feminine in appearance, was addressed to 'The Lady Who Drives a Buick'. Here was something prepared in all its aspects . . . for women drivers. Best of all, it was practical. A compact little pamphlet explained (in terms a woman can understand) five important things to keep in mind for the care of your car. Finished with a maintenance schedule . . . very simple thing to follow. Also enclosed was a certificate for a complete lubrication job. I don't believe women will ever want to understand the machinery of the automobile, but we do know what good performance means."



ngs that *really* appealed to me

white to please my wife you know," (and we are tickled to death he did, bless his heart.) But the truth is that the husband likes turquoise and white, too, and all the other trimmings that go with it. So he won't fail to read your message just because you have planned it to sell the woman in the family on your product.

In the household appliance area, oddly enough, my criticism is that not *enough* material goes through the mail. New kitchens are the most exciting part of modern houses, and the new appliances are terrific. Personally, I'd like to have a great deal more literature about them.

Frigidaire recently mailed a beautiful folder on the new sheer look refrigeration that just made me drool! It had all kinds of eye-appeal, with the illustrations done in all those luscious new colors they are using now. The information was complete and concise, and on the back cover was a chart pin-pointing details and specifications (a great help to anyone in the market for a refrigerator). I read this folder carefully and longingly, wondering how soon our old ice box would manage a major breakdown.

"A Reminder Is Sufficient"

Solicitations for financial contributions comprise a common type of direct mail that deluges every household such as mine. These come from charitable organizations, schools for underprivileged boys and girls, alma maters, etc. They provide good reminders for these obligations, but a reminder is sufficient. Any long treatise on the subject becomes irritating. Radio and television do a fine job of keeping the public informed about the good work of all these organizations, and lengthy communications can't add much . . . or won't put the donor in any more generous frame of mind.

Department stores have a great opportunity to be of service to homemakers through direct mail. Seasonal catalogs announcing new lines of suits, coats, dresses, etc. are good. We're always anxious to see the latest. Often, little leaflets are enclosed with monthly bills. I watch hopefully for these . . . but frequently find them disappointing. Post cards announcing sales don't do too much of a job. I frequently get mine two or three days *after* the sale has begun (rather irritating). But direct mail that gives fairly complete information on special items or special sales, such as white goods, hosiery, cosmetics, etc. is indeed helpful. Many women depend on this sort of thing to take care of their shopping for what we might call "women's staples."

* * *

The more I have thought about this business of what direct mail *can* do and *does* do for women in the home, the bigger the subject has grown. So, of course I can't hope to cover all its aspects. But because I have such definite feelings about direct mail (I think most women do) I would like to draw a few conclusions of my own now, and you can take them for what they're worth. To effectively influence women with your direct mail, I would suggest:

1. *Present worthwhile products which are easy to use.*
2. *Make your promotion material eye-catching and appealing. Remember that most women have inherent good taste and sound judgment, and that cheap, junky material will be apt to land straight in the wastebasket.*
3. *Don't make your information lengthy and detailed, or hysterical about its great message. Women simply don't have the time to read beautiful rhetorical efforts when they are trying to come up with a practical answer to our everyday problems.*
4. *Don't go way over women's heads with technicalities in your copy (but give them credit for being reasonably intelligent).*
5. *Flatter their femininity.*

And finally, remember that direct mail *can* and *does* do a lot to influence women in their buying . . . and helps them at it as well. I sincerely believe that women do give direct mail more consideration than they realize. It's up to you to make them even more conscious of its value. ●

In a talk made at the 48th Spring Meeting of the Association of National Advertisers, at The Homestead, Hot Springs, Virginia, March 13-16, S. Jesse Robinson, Carstairs' Advertising and Sales Promotion Manager (Calvert Distillers), unwrapped the story behind. . . .

CARSTAIRS MAIL AND CALL PROGRAM

NOT SO LONG AGO, we found ourselves in the position in which every advertising manager finds himself periodically. The boss says "You want 11% increase in your budget for next year? Okay—I want 11% more sales! You've got the budget—get me the sales."

An 11% increase in space in the conventional media will not increase sales to the extent demanded as quickly under today's tough marketing conditions especially if you are Mr. Big in your industry with a lot of hungry and worthy smaller competitors hot on your trail.

Like all manufacturers we had our marketing problems, complex and challenging ones. Sales increases were possible almost anywhere, in the cities, in the suburbs, in bars, in package stores. In order to set our sights on our best potential, areas and plans were categorized as follows:

1. BEST CURRENT MARKETS — To get a bigger share of those markets for all of our brands where we were enjoying good consumer acceptance and increasing sales was given top priority.
2. GOOD POTENTIAL MARKETS — To bolster good markets where we were not receiving an equitable share of where we were losing business called for a new approach rather than conventional efforts.
3. BEST NEW MARKETS — To open new markets where we had not previously promoted some of our brands like Lord Calvert and Carstairs White Seal was the toughest, most expensive, but by far, the most interesting challenge.

Of course, there is no substitute for consumer acceptance. But, what does a manufacturer do when the consumer calls for a product and the retailer either doesn't stock the item or has allowed it to run out temporarily. This retailer lethargy, in our case, can be attributed either to a weakness in our own distribution set-up, or overpowering external influences such as competitive inducements which are most commonly known as "wheeling and dealing" . . . the kind of "get rich quick" offers which hypnotize many merchants, who *know* better, into believing that they make profits *buying* a "slow mover" rather than by selling a well advertised, consumer demand item.

Definitely, there had to be stronger, closer and more personal solicitation of retailers. There also had to be very specific goals for the salesman in the field besides just plain "plus business."

Because survey after survey had proved that there was, in most cases, general consumer acceptance for our products, it was quite obvious that both the salesman and the retailer were two targets on whom additional pressures should be exerted.

We put into action our time-tested "Mail and Call" program. And, it's just as simple as its title — a letter, followed by a visit . . . a letter . . . a visit . . . a letter, yes, just plain "Mail and Call." To Whom? By Whom? To selected retailers, by our salesmen.

I think you'll agree, that, the best way to achieve a quota or goal is to make it realistic. It must be within the salesman's reach. And since we expected our salesmen to make this extra effort—we put it to them directly, in two different plans.

We asked each salesman to prepare a list of accounts where he needed

CARSTAIRS, IN A PRICE CATEGORY IN WHICH THERE APPEARS

The first letter, based on "Social," discussed the advisability of the licensee building his own social contacts to improve his business, and Carstairs, because of its popularity, was the logical social medium.

Now here's an added feature of the Carstairs campaign. When the salesman called on the following week he presented the retailer with a wallet in which he could hold 18 membership cards as a "social lion."





S. JESSE ROBINSON has had a long and varied career in sales and advertising.
Shortly after graduation from Johns Hopkins University, he joined the New York Journal American, was there until 1942 when he entered the U. S. Navy.
After separation from active duty as a Lieutenant-Commander in 1946, he acted as a consultant and manufacturers' representative in sales development for several years, then joined Streamline Button Company as sales promotion manager in 1948. In 1950 he was recalled for active duty in the Navy.
Upon his second release from the Navy as Commander, Mr. Robinson joined the Pal and Personna Blade Company as vice president in charge of special sales and Market Development. And now with Calvert, he's doing a bang-up job of putting all the tools of merchandising to work.



extra help and from whom he could expect increased business . . . unsold accounts . . . accounts which were not yielding as much as they should . . . etc. The salesman's list consisted of 15 to 50 accounts which he himself placed in the "Mail and Call" campaign, not too many for him to call on as extra calls. From the time the list was furnished, each account immediately came under special control for "Mail and Call." The salesman was notified of the mailing dates for each of three letters, mailed two weeks apart, and he scheduled himself for calls a week after each mailing.

These letters, each an unusual format, was personally addressed to the retailer—in our case a package store owner or a tavern operator.

In addition each of our "Mail and Call" campaigns had basic central themes which were carried out in phases in the letters. Also each letter discussed a specific topic regarding our product. And equally important, each letter had some intriguing device to gain the retailers attention.

To make these letters even more personal, for instance, each of the Carstairs letters were signed by facsimile signature of the salesman himself and in addition to his typewritten name, his postage-stamp size photo was attached to each letter.

Personalization was carried further. Each salesman was provided with a brochure describing the campaign step-by-step, including copies of each letter; providing him with topical conversation and facts for each call. These presentation brochures were personalized for each salesman.

A week after the first letter was mailed, the salesman called on the account and elaborated on the subject of the letter. A week later, the retailer received the second letter followed by the salesman's second call on the next week. Then a week later the third letter was mailed and followed by the salesman's call after the same interval.

Any salesman, our own or a distributor's, may, at any time submit a list for Mail and Call and designate the starting date and the Advertising Department sets it in operation. These direct mail campaigns are not necessarily seasonal nor do we need large groups of salesmen to use it. This is

EARS

TO BE MORE DEALING AND MANIPULATING, TOOK AS ITS THEME SOCIAL SELLING INSURANCE

The second letter, based on "security," to humanize the approach, showed the precarious condition of over-taxed suspender buttons and the body copy emphasized the security value of regular and steady customers. Carstairs, because of its quality, keeps customers satisfied and they come back!

On his call following this letter, the salesman presented the customer with a registered numbered key chain for the security of his keys.

The third letter, based on "insurance" took the form of an insurance policy and emphasized the importance of the dealers taking all those steps to insure the attraction of new customers, and holding old ones.

On the third call, the dealer was presented with one of the most unusual devices—a "Social Security Insurance" policy. Actually, this policy is the Federal Government's social security program, but presented in this manner, it outlines completely the current provisions of the law and explains all of the benefits. In addition this policy contains space for the individual's own vital information, birth records, other insurance policy numbers, etc.



Introductory Sale!

"CLIP BOOKS"

REGULARLY $16.85 $5

Complete library of ready-to-use art . . . save time and money, just clip and paste!

You get all this: (1) **"Line Art"**—3 complete books, total of 35 pages, 5 x 8, black and white art; (2) **"Tone Art"**—16 pages, 8½ x 11, screened wash and opaque drawings and photos, plus 2-color separations; (3) **"Lettering"**—24 pages, 8½ x 11, newest lettering faces on adhesive-back stock! Regularly $16.85, now $5 to new customers *only!* Send check or purchase order. Prompt refund if not delighted. Best of all, use your $5 as a credit if you decide to subscribe. *Send for your $5 "Clip Book" kit today!*

HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 24, NEW JERSEY

★ **get the professional approach . . . to your DIRECT MAIL**

masa

For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

mail advertising service association
INTERNATIONAL
18120 James Couzens Hghy.
Detroit 35, Michigan

FOR DEALER HELP CAMPAIGNS THAT REALLY HELP DEALERS

call or write to . . .

AHREND ASSOCIATES, INC.
PLaza 1-0312

PRODUCTION SERVICES
MERCHANDISE & MAIL ORDER COUNSEL
SALES PROMOTION IN PRINT
SALES DEVELOPING SERVICES

601 madison ave.
new york 22, n.y.

a program that can be started at any time, any place, by one salesman or a thousand.

In itself "Mail and Call" gets results — because salesmen make calls. However, these calls were immediately taken out of the ordinary "what do you need" type of salesman's call. Retailers actually looked forward to the salesman's next call.

Does Mail and Call pay off? The Calvert-Carstairs campaigns did and will continue to do so. Obviously, a time-table operation like this needs close supervision and control. However, since the salesman has made his own list of accounts, reports for each call were not required other than keeping "score" on his original list. Mail and Call doesn't call for extra bookkeepers. It's for salesmen! Sales managers submitted territorial reports for each of their men on a recap report form.

With us . . . *RESULTS* come first:

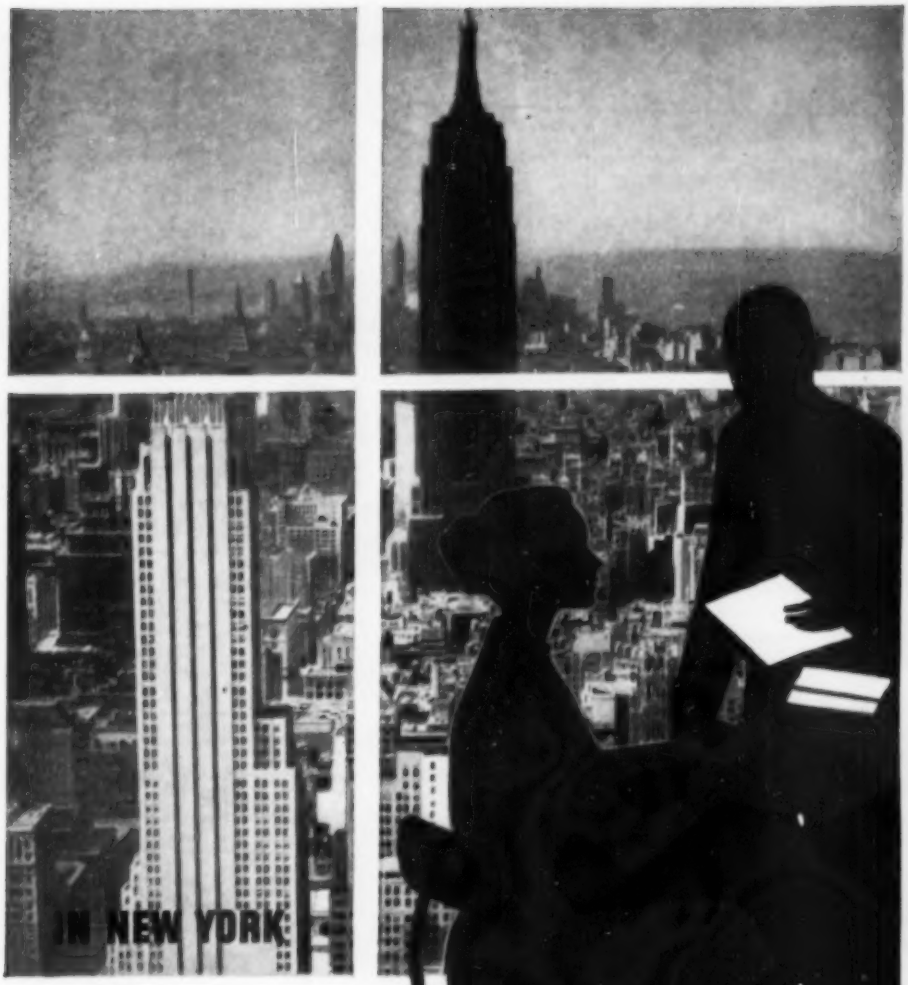
- *In Southern California we had a 49% sales success. 49% of our toughest accounts called on were sold!*
- *In Pennsylvania, we had a 20% success.*
- *In Wisconsin, we opened 143 new accounts.*
- *In Connecticut, one salesman, who had 56 accounts on his list, sold 46!*

This kind of achievement calls for medals! Success without any kind of recognition, makes the "next time around" tougher going for management. We have a system of Public Acknowledgment Awards for supersalesmanship such as these "Mail and Call" accomplishments. One of our men, who made an outstanding "Mail and Call" record in one of our toughest markets (California), was presented with an award and publicized in our house organ, *Cases*.

Recognition and reward are a most integral part of Mail and Call like any other contest, drive or special campaign.

As far as the cost is concerned, in each of our campaigns, the cost has varied from $1.00 to $1.50 per name for the series of letters. I think that anyone of us, even if we were in our own businesses, would spend that amount to get a new customer—or to bolster an old one. These campaigns were executed for us by two companies, Plus Promotions of New York and the Shaller-Rubin Company of New York.

As a result of this kind of operation, we were able to remove this sign—one concept of an Advertising Department, from our doors . . . "This didn't start out as a non-profit organization, it just turned out that way!"



In the largest cities—and in the smallest villages, too—Nekoosa Papers are serving American business with a complete line of papers for every office and every office use. Thousands of printers can supply them . . . more than 135 Nekoosa Paper Merchants distribute them.

NEKOOSA-EDWARDS PAPER COMPANY
Port Edwards, Wisconsin

and from coast to coast . . .

AMERICA DOES BUSINESS ON

Nekoosa PAPERS

It pays to plan with your printer!

Nekoosa Bond • Nekoosa Ledger • Nekoosa Duplicator • Nekoosa Mimeo • Nekoosa Manifold
Nekoosa Offset • Nekoosa Opaque • Nekoosa Master-Lucent • and companion ARDOR Papers



Your plans, layouts, copy, estimates . . . will travel safely and fast in these U.S.E. Envelopes

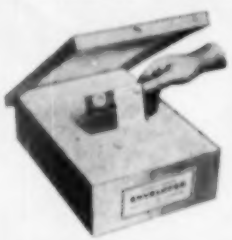
In 1956 the United States Post Office accepted the U.S.E. suggestion that large envelopes mailed *First Class* be identified with a "green diamond" border, to avoid mishandling in transit.

The U.S.E. Columbian® FIRST CLASS MAILER, stocked in 9 x 12, 9½ x 12½ and 10 x 13 – other sizes to order – proudly carries this green diamond border. It looks FIRST CLASS and it *is* first class.

Also in stock is the Columbian AIR MAILER, 9½ x 12½, with its distinctive red and blue border and words "Air Mail" on its face. And the Columbian FLAT MAILER, plain, is stocked in seven sizes, from 6½ x 9½ to 10 x 15. All are made of fine tough glazed brown kraft paper, with strong diagonal seams and deep gummed flap.

For extra bulky mail, the U.S.E. Dubl-Grip® Self-Seal® Envelopes seal easily and surely without moisture – are recommended for heavy duty mailings First Class or Air Mail.

The right envelope, in the right size, right at hand, can help you speed operations, prevent errors, reduce costs and improve business. This book features 20 styles, including those mentioned above, selected from the huge U.S.E. Line. You'll find it helpful—why not ask for a copy? It's free. Address Advertising and Sales Promotion Department –



UNITED STATES ENVELOPE COMPANY

Springfield 2, Massachusetts
15 Divisions from Coast to Coast

EA-2

UPGRADING LETTER COPY

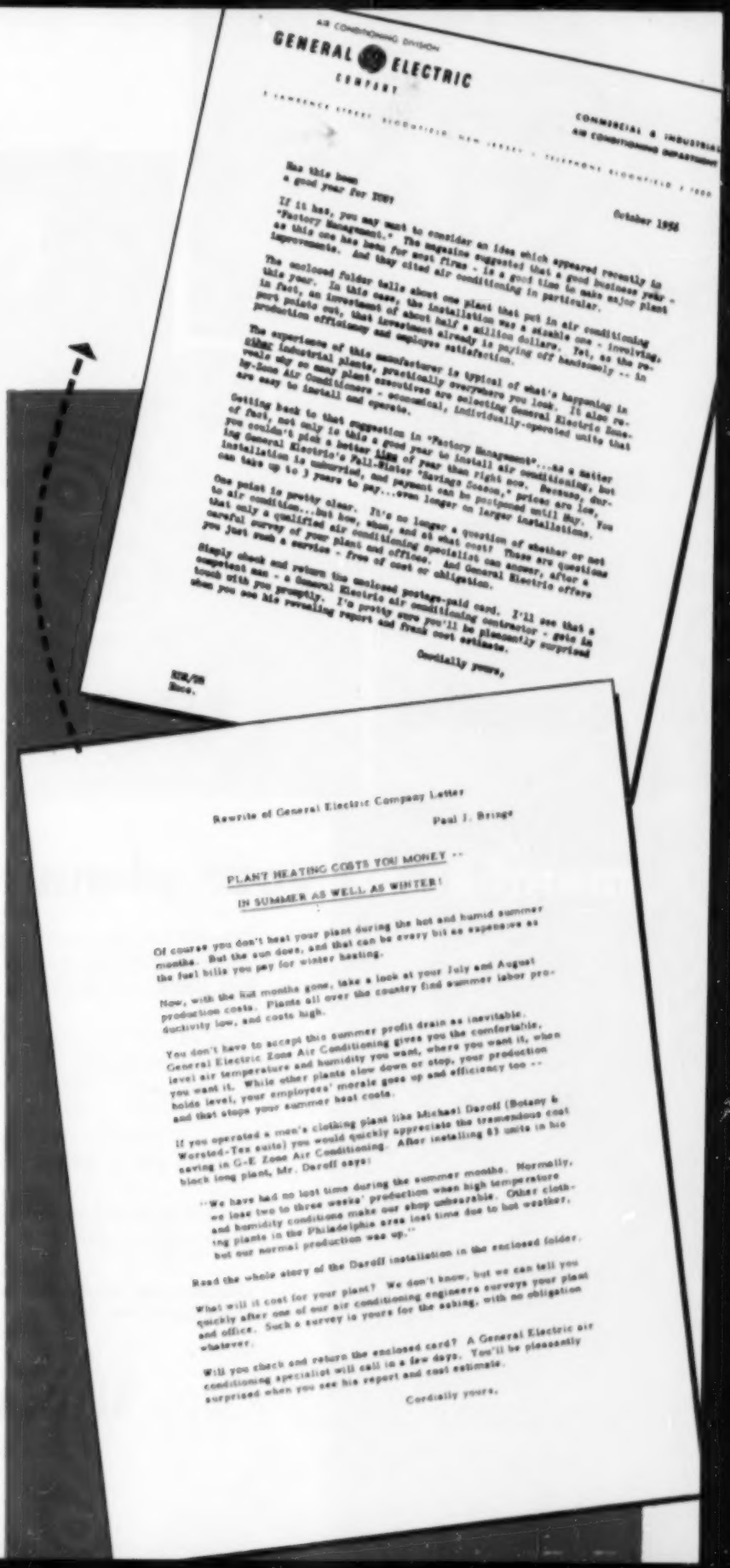
PLANT AIR CONDITIONING is a major investment and calls for a decision from top brass — President or Vice President. Will a reference to an article in "*Factory Management* influence them? I doubt it. But a reference to Michael Daroff, a well-known and successful business man whose story was told recently in *Business Week*, does mean something to the front office.

The circular accompanying the G. E. letter (not reproduced here) is a masterpiece of case history direct selling. If the letter did nothing but sell the circular to the reader it would be doing enough. Instead it says plant air conditioning must be good because *Factory Management* says no. Obviously the person who wrote the circular did not write the letter.

Plant air conditioning costs important money . . . at least most business men think so. The rewritten letter suggests that *not* having air conditioning is expensive too . . . and then quotes Michael Daroff as an authority. It's good to use personal quotation in a letter whenever possible. People like to know what other people say, especially if the person quoted is an authority in the reader's field.

How do you get a good lead for a letter? You jot down every idea that comes to mind — good or bad. Here are fifteen possibilities for this letter. The last one was used after the "clever" approach was eliminated.

1. What does summer heat do to your production costs?
2. Take a look now at your July and August production costs.
3. Does the stifling heat of summer raise your costs?
4. Don't let summer heat raise your costs next year.
5. Plant air conditioning can plug a profit loophole.
6. You can make a profit on your plant air conditioning.
7. Cool air in your plant is worth money to you.
8. Plant air conditioning transfers costs to the profit column.
9. Cool air in your plant, when you want it, means extra profits.
10. Plant air conditioning pays its costs and makes a profit.
11. There's profit for you in clean, cool air.
12. Summer heat wastes your profit dollars.
13. Summer heat is gone — and so are the profit dollars it cost you.
14. Now you can air condition your plant for more profit.
15. Hot air costs you money — in summer as well as winter. ●



Air Conditioning Division

GENERAL ELECTRIC COMPANY

1 Lawrence Street, Bloomfield, New Jersey - Telephone Bloomfield 2-1000

COMMERCIAL & INDUSTRIAL AIR CONDITIONING DEPARTMENT

Has this been a good year for YOU?

October 1956

If it has, you may want to consider an idea which appeared recently in "Factory Management." The magazine suggested that a good business year - as this one has been for most firms - is a good time to make extra plant improvements. And they cited air conditioning in particular.

The enclosed folder tells about one plant that put in air conditioning this year. In this case, the installation was a sizable one - involving, in fact, an investment of about half a million dollars. Yet, as the report points out, that investment already is paying off handsomely -- in production efficiency and employee satisfaction.

The experience of this manufacturer is typical of what's happening in other industrial plants, practically everywhere you look. It also reveals why so many plant executives are selecting General Electric Zone-by-Zone Air Conditioners - economical, individually-operated units that are easy to install and operate.

Getting back to that suggestion in "Factory Management"....as a matter of fact, not only is this a good year to install air conditioning, but you couldn't pick a better time of year than right now. Because, during General Electric's Fall-Winter "Savings Season," prices are low, installation is unhurried, and payment can be postponed until May. You can take up to 3 years to pay...even longer on larger installations.

One point is pretty clear. It's no longer a question of whether or not to air condition...but how, when, and at what cost! Those are questions that only a qualified air conditioning specialist can answer, after a careful survey of your plant and offices. And General Electric offers you just such a service - free of cost or obligation.

Simply check and return the enclosed postage-paid card. I'll see that a competent man - a General Electric air conditioning contractor - gets in touch with you promptly. I'm pretty sure you'll be pleasantly surprised when you see his revealing report and fresh cost estimate.

Cordially yours,

KER/jm
Encl.

Rewrite of General Electric Company Letter

Paul J. Bringe

PLANT HEATING COSTS YOU MONEY --

IN SUMMER AS WELL AS WINTER!

Of course you don't heat your plant during the hot and humid summer months. But the sun does, and that can be every bit as expensive as the fuel bills you pay for winter heating.

Now, with the hot months gone, take a look at your July and August production costs. Plants all over the country find summer labor productivity low, and costs high.

You don't have to accept this summer profit drain as inevitable. General Electric Zone Air Conditioning gives you the comfortable, level air temperature and humidity you want, where you want it, when you want it. While other plants slow down or stop, your production holds level, your employees' morale goes up and efficiency too -- and that stops your summer heat costs.

If you operated a men's clothing plant like Michael Daroff (Botany & Worsted-Tex suits) you would quickly appreciate the tremendous cost saving in G-E Zone Air Conditioning. After installing 83 units in his block long plant, Mr. Daroff says:

"We have had no lost time during the summer months. Normally, we lose two to three weeks' production when high temperature and humidity conditions make our shop unbearable. Other clothing plants in the Philadelphia area lost time due to hot weather, but our normal production was up."

Read the whole story of the Daroff installation in the enclosed folder.

What will it cost for your plant? We don't know, but we can tell you quickly after one of our air conditioning engineers surveys your plant and office. Such a survey is yours for the asking, with no obligation whatever.

Will you check and return the enclosed card? A General Electric air conditioning specialist will call in a few days. You'll be pleasantly surprised when you see his report and cost estimate.

Cordially yours,

Make your list compiler a member of your planning team . . .



It doesn't cost you a cent to get expert knowledge for your mailing list problems. An experienced list specialist can relate your market to known factors . . . then identify that market by name and address of individual comprising it.

Your mailing list compiler is a professional advertising man specializing in market identification. His specialized skills will help you get better results from your direct mail.

And . . . it doesn't cost you a cent to put his knowledge to work for you. You only pay for the list you buy or rent.

Call him in during the early planning stages of your campaign. Let him help you define your market . . . then find it.

Discover how helpful this can be by calling John Lindsey . . . there's no obligation.

ALLISON MAILING LISTS CORP.

806 Lexington Avenue, New York 21, New York
TEmpleton 2-8430

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

As soon as I take the last sheet of this manuscript out of my typewriter I'm off to Florida for a brief vacation. Before you read this I'll be back hard at it again. What follows is a transcript of my 10 minute talk given before the Detroit Direct Mail Day audience on March first, exactly as it was delivered, without a word changed.

I have three objectives in filling my allotted monthly space with this speech. First, it relieves me of the laborious work of preparing copy for this department. Second, it might be helpful to the fast diminishing number of companies and agencies which are inclined to turn over direct mail copywriting to the lowliest cub in the shop because they feel "anybody can write a letter, or a circular or folder." Third, this transcription demonstrates that writing and talking are two entirely different methods of communication, and the old adage WRITE AS YOU TALK doesn't make for tight copy.

Note the repetitions. Note how it rambles. Remember, it was "talked at" a captive audience, too polite to leave the premises in the middle of a sentence.

If the same subject matter were treated as a piece of direct mail copy it would be condensed and tightened up, and the same ideas put over in a couple of hundred words. What follows is a true transcription, leaving out all introductory remarks, such as thanking the chairman for introducing me, thanking the audience for being present, etc., etc., etc.

The subject under discussion here is HOW DIFFERENT IS DIRECT MAIL COPY? I assume that to mean HOW DOES DIRECT MAIL COPY DIFFER FROM GENERAL ADVERTISING COPY? The answer is — they are as far apart as the poles.

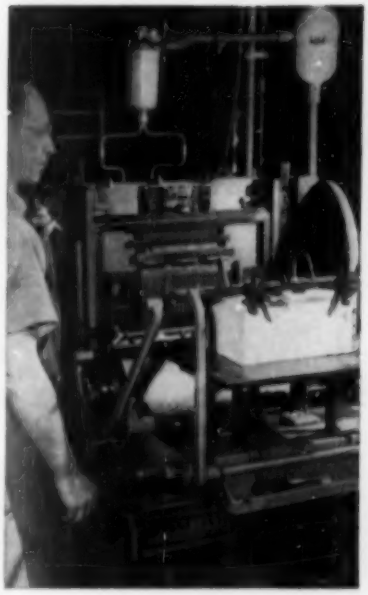
The objectives are, in most cases, the same — to make sales. But the approach and the place of general advertising and direct mail in the selling scheme differ.

Since this panel is here to discuss copy, let's do just that for a minute. I think the best way I can illustrate the difference between direct mail copy and general advertising copy, is to point out the difference between making a speech, such as this is supposed to be, and carrying on a conversation. Here I am, standing before a group of, say, 75 people, talking *at* you — *a group.* In conversation, I would be talking *with an individual.* In general advertising you buy circulation — a market — a group of people with varying interests. In direct mail you buy the names of individuals, and if you have been careful in the preparation of your mailing list, you know something about those individuals' requirements, their need for your product or service.

In general advertising you talk about your product, its quality, your bigness; point out the "values." In your direct mail you have an opportunity to sit down with a prospect, talk with him about his specific needs, requirements, the benefits of what you have to offer to him *individually*, and why he individually will profit in his business or his home life if he succumbs to the blandishments of your copy.

Direct mail is a misnomer in the mind of many business men. The accent on direct mail should be on the word "direct," not on "mail." If it were looked upon this way, you wouldn't see so many trade paper ads, or national ads reprinted in a self-mailer and sent to a list of prospects. You wouldn't see the automobile companies getting out beautiful dealer campaigns showing a 4-color process picture of the car with headings such as "performance" or "economy," then tacking on the name and address of the local dealer and sending it to car prospects.

The objective of a piece of direct mail is not principally to create an image as it is in general advertising. It is not usually to get acceptance for a product or service. Its object is to



Compare Hamilton Bond

. . . because your work is as good as your bond

Hamilton Bond invites comparisons. Compare its white—a beautiful white—bright, sharp and clear. Here's a perfect background for printed, typed and handwritten impressions. Compare its formation—clear and perfect—a formation which insures a level surface for best press performance. Check its other top bond features—*genuine* watermark, distinctive colors (10 of them), strength and endurance, pre-conditioning, moisture-proof wrapping.

Any way you look at it, your work is as good as your bond. And Hamilton Bond brings out the best in your work!

Hamilton Papers

HAMILTON PAPER COMPANY
Miquon, Pa.
Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

Please send me your mailing list recommendations FREE OF CHARGE.

NAME

COMPANY

ADDRESS

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLIAM MADDERN INC.
215 FOURTH AVENUE • NEW YORK 3, N. Y.
PHONE: SPring 7-7460
CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

cold calls waste time . . .

direct mail gets "leads"!

return-a-card letters . . .
with the built-in reply card
(or envelope)!



write for information and samples of successful promotions.

SALES LETTERS, INC. · 153 WEST 23rd ST. · NEW YORK 11 · TEL. WATKINS 9-2680-1

You've been waiting for it – here it is—the incomparable, new

IDEA ART®
portfolio no. 3



Just published — 3rd edition of Idea Art — "Art in Season." 72 completely new pieces of light-touch art spiced with copy to release 1001 ideas. An entire section of cue sheets invaluable to demonstrate uses. Reproduced on Kromekote cover stock, in deluxe 9x12 multi-ring plastic binder. $27.50 per copy, complete with reproduction rights. A limited edition — order today. 5-day Free Examination.

IDEA ART
307 Fifth Avenue, New York 16, N. Y.

get immediate action of some kind. Direct mail copy makes a direct approach based on a knowledge of the individual buyers on the list. It goes direct to an individual and talks directly about his problems, his desires, his wants, his needs.

The object of direct mail is to talk more about the benefits and to answer the question that is uppermost in the mind of the prospect, "What's in this for me?" Direct mail directly asks a prospect to send for a booklet. Or it directly asks the prospect to send you an order. It directly asks the prospect to send for sample or return an inquiry card.

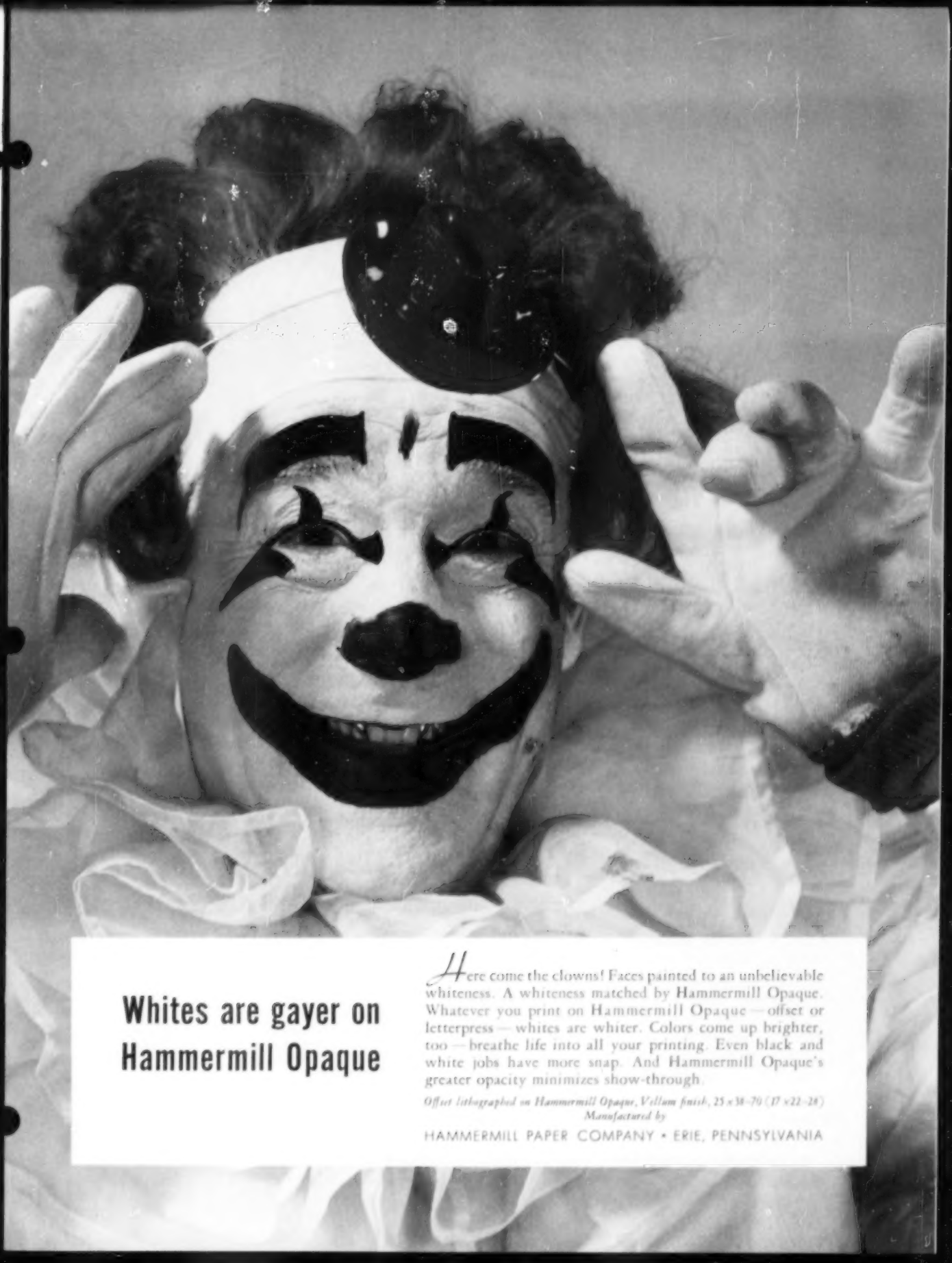
Staying with the automobile business just for a moment. At the point where direct mail does its work — a direct message from the local dealer to the local buyer — a picture of the car and general copy misses the mark. At that point, what the prospect wants from the dealer is some information about "How much can I get for my car? Will the car you sell help me make a better impression on my neighbor? How can your service give my car longer life? What kind of guarantee do I have from you — the dealer — that I'm getting my money's worth?"

Yes, from a copy standpoint, from an idea standpoint, and from the standpoint of the approach, direct mail advertising is very different from general image-making advertising. Direct advertising has a specific isolated job to do. It is not a mass medium. It is not really advertising at all. It is selling.

A good direct mail copywriter is first, a salesman, and second, a writer. The general advertising copywriter is a writer above all, a thinker-upper of attention-getting ideas, relying, in most cases, on large space, large circulation, beautiful illustrations to create an image of the product or the company. You may think I've gone "overboard" in stating the differences between general advertising and direct advertising.

Bear in mind, the two types of advertising work together. It's necessary to reach a market with general advertising to create an image of the product or service, to get recognition. It is just as necessary to tie direct mail into the campaign to turn the impressions made by the national advertising into sales at the dealer level or at the consumer level. The two techniques are entirely different. But they supplement each other.

Now all is not black and white.



Whites are gayer on Hammermill Opaque

Here come the clowns! Faces painted to an unbelievable whiteness. A whiteness matched by Hammermill Opaque. Whatever you print on Hammermill Opaque — offset or letterpress — whites are whiter. Colors come up brighter, too — breathe life into all your printing. Even black and white jobs have more snap. And Hammermill Opaque's greater opacity minimizes show-through.

Offset lithographed on Hammermill Opaque, Vellum finish, 25 x 38–70 (17 x 22–28)
Manufactured by

HAMMERMILL PAPER COMPANY • ERIE, PENNSYLVANIA



THE MAGIC OF NEUTRACEL

Hammermill unlocks the secrets of hardwood . . .
makes printing on Hammermill Bond look even better

WHEN you see printing on the new Hammermill Bond—letterpress, offset, engraving—you'll see a difference. And you'll feel the difference, too. It's all the result of a new and exclusive Hammermill pulp—Neutracel®

With Neutracel, Hammermill now unlocks the superior papermaking properties nature grows in hardwoods. Papermakers have tried for years to bring these finer qualities to fine paper. Now Hammermill has done it!

Neutracel's hardwood fibers knit closely with other quality pulps—to give you Hammermill Bond with a more uniform formation. Hold a sheet of the new Hammermill Bond up to the light and you'll see this uniform distribution of fibers—the better formation that makes for a smoother, velvety surface for more readable printing, typing or writing.

With Neutracel, Hammermill Bond has greater bulk and opacity to lend importance and prestige to business and advertising printing

With its exclusive Neutracel process, Hammermill has taken a $6,000,000 step forward to bring you Hammermill Bond that 1) prints better—ask your pressman; 2) types better—ask your secretary; 3) looks better—see for yourself. Hammermill Paper Company, Erie, Pennsylvania.

. . . yet

HAMMERMILL BOND

with Neutracel's finer fibers, costs no more

Much general advertising does talk about "benefits." Much direct mail, on the other hand, is so well done it is image-building. Much general advertising does make sales at the dealer level. Much direct mail supplementing general advertising fails to make sales at the dealer level.

The object of a direct mail copywriter is not to fill a copy block to support an illustration. It is to deal with fundamental ideas, such as "benefits." The direct mail copywriter must spell out these benefits in terms of the prospect's own needs and wants. The writer of general copy can generalize on these benefits. In fact, that's all he can do because he doesn't know his prospect as intimately as the direct mail copywriter.

The general advertising copywriter's prospects are a market. The direct mail writer's prospect is an *individual.*

You'd think the idea of creativity had just been discovered if you read the advertising publications — Printers' Ink, Advertising Age, etc. You'd think Claude Hopkins' "reason why" copy was something new. We in the direct mail business have been using it in every piece of copy we do on every job we've done for years.

I'm glad to see a revived interest in direct mail on the part of agencies. Within my span I've seen direct mail grow into an important medium. I've seen agencies begin to recognize that direct mail is an important part of the entire selling and advertising process. I've seen agencies RECOGNIZE direct mail for exactly what it is — *a selling tool.*

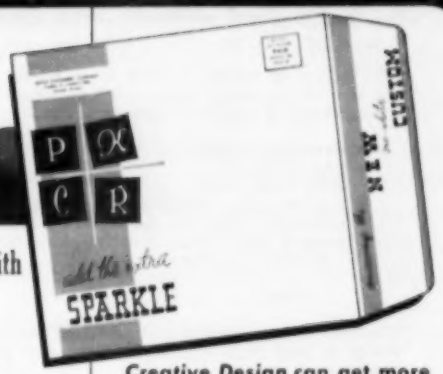
There are still some agencies who relegate the writing of direct mail to the second assistant office boy. There are still agencies who feel ANYBODY CAN WRITE A LETTER. There are still agencies trying to produce effective direct mail using general advertising techniques.

Enlightened agencies, recognizing the importance of direct mail, are beginning to bring in direct mail experts on a consulting basis. Many of them are using outside direct mail writers to prepare direct mail copy — give them the low-down on mailing lists, techniques, "testing" and the many phases of direct mail.

The biggest difference between direct mail advertising and general advertising copy is in the ATTITUDE of the copywriter. Every piece the direct mail copywriter produces is ON THE SPOT. You'll hear more discussions of RESULTS in discussing direct mail than in any other

PROOF of the extra pulling power of TENSION Creative Design ENVELOPES





"Over 150% more profit with this Tension Creative-Designed Envelope"

says Dean H. Doyle, Pres., Doyle Stationery, Inc.

Mr. Doyle writes—"We tested your **Creative Design** envelopes against our regular white envelope with a black corner card. All enclosures were the same. The **Creative Design** envelope produced over 150% more profit per thousand than the names mailed in our regular envelope."

***Creative Design* can get more mail opened for you, too!**

Tension **Creative Design** "commands" attention for your mail. Makes it stand out—gets it opened. It works wonders for return envelopes, too. Provides an extra "nudge" to bring back more orders.

TENSION ENVELOPES

FREE SAMPLES!
Send us samples of your present mailing(s)—we'll send you a selection of envelopes that have proven "PULL POWER"! No obligation.

TENSION ENVELOPE CORP.
Campbell at 19th Street
Kansas City 8, Missouri

PENCILPRINT

MEMO FROM ED WARD

The message you write on a pencil memo will be read.
E. W.

PENCILPRINT looks like *actual* Pencil. Has many applications for your Direct Mail. Ask for samples.

Century Letter Co., Inc.
48 East 21st Street New York 10, N. Y.

SPEEDS POSTING SPEEDS COLLATING SPEEDS COUNTING



Once you **TRY SORTKWIK**®
you'll never be without it!



The INVISIBLE Fingertip Magic for
SORTING, COUNTING, FILING UP TO 3 TIMES FASTER!

Our repeat orders from banks, insurance companies, department stores and general offices are positive proof that SORTKWIK does the job of moving paper faster, cutting clerical costs.

EASY TO USE! Just rub SORTKWIK between thumb and forefinger until dry. Then see how easy it is to pick up papers. Long lasting supply . . . ONLY 50¢

At your stationer or send $1.00 for **TRIAL OFFER** *of two regular size containers*

LEE PRODUCTS COMPANY
Dept. RD-3
2736 Lyndale Ave. So., Minneapolis, Minn.

A FRESH NEW LIST

The names of the Major Buyers of Advertising Essentials and Sales Aids in the New York area are now available.

1957 edition of NOBLE'S LIST is on Elliott addressing plates. You can rent all or part of these 9,491 important buyers (national firms and advertising agencies). $20 per thousand.

Advertising Managers	1875
Sales Managers	1965
Art & Photo Buyers	1405
Sales Promotion, Merchandising, Display Managers	1320
Advertising, Production, Graphic Arts & Printing Buyers	1190
Public & Industrial Relations Directors, Motion Picture & TV Directors & Purchasing Agents	1536
TOTAL	9491

The stencils are changed and additions made daily, thereby guaranteeing at least 96% accuracy. Over 3,000 personnel changes made last year.

Write or Phone: Thomas B. Noble, Chairman

Advertising Trades Institute, Inc.

135 East 39th St. New York 16, N. Y. LExington 2-9921

- 1957 Noble's List (268 pages with hard cover) can be purchased for $35, which includes year-long supplements.
- Write for Guest Tickets or Exhibitor Information for any A.T.I. Shows —
  Advertising Art, Photography & Modern Reproduction Show
  Biltmore Hotel, N. Y. C. — March 26, 27, 28, 1957
  National Sales Aids Show
  Statler Hotel, N.Y.C. — May 27, 28, 29, 1957
  Advertising Essentials Show
  New York City, November, 1957

We are pleased to announce

HELEN E. TARBOX

is now associated with us as

"Representative Extraordinary"

James E. True Associates

JIM TRUE HANK RUBY

419 FOURTH AVENUE, NEW YORK 16, N. Y.

MUrray Hill 9-0050

type of advertising. How many inquiries? How many return cards? What percentage of results?

These things are not discussed in general advertising as frequently. So, naturally, the direct mail copywriter WRITES SCARED.

He knows every line he writes must sell. So his attitude is different from that of the general advertising copywriter whose job may be to fill a copy block in a profusely illustrated full page in Fortune or Good Housekeeping . . . depending on the sheer force of circulation in the millions, plus color, plus size, plus frequency of impression.

Let me simply list the differences between direct mail and general advertising copy:

1. The general copywriter sits down to make an AD. The direct mail copywriter sits down to make a sale.
2. The direct mail copywriter is trained to SPELL OUT the benefits in terms of an individual prospect's NEEDS, REQUIREMENTS OR WANTS. The writer of general advertising is more apt to generalize on the benefits. In fact, that's about all he can do because he doesn't know the individual prospect as well as the direct mail copywriter does.
3. The general advertising copywriter plays up FEATURES — our service, our fishtail design, our national reputation, our leadership in the market. The direct mail copywriter plays up your (the prospect's) BENEFITS — answers the reader's question specifically: "What's in it for me?"
4. As Charlie Mills of Scott Grass Seed Company has put it (and I think this sums up the whole matter) . . .
   THE HELL WITH YOUR GRASS SEED—
   HOW ABOUT MY LAWN?
   So the direct mail copywriter talks about the prospect's lawn.
5. The general advertising copywriter is a writer, a thinker-upper of slants and fresh ways of presenting a proposition . . . a visualizer of eye-patches, white horses and other means to create an IMAGE. A direct mail writer is a salesman first and a writer second.
6. The general copywriter talks to a MARKET. The direct mail copywriter talks to an INDIVIDUAL. ●

among direct mail products...

SEN-BAK* IS DIFFERENT!

*SEN-BAK is a patent applied for product of General Office Service Inc. • 527 6th St. NW • Washington 1 D C

THE PRODUCT



The SEN-BAK unit consists of a window carrier envelope, a die-cut window letterhead, and a business reply card, reply envelope, or special order form bearing the name and address of the prospect. The reply piece is fabricated to the letterhead—thus the one addressing shows through both windows—functioning as personalization for all three elements—the envelope, letter and the reply. This feature guarantees permanent positioning and easy tear-off. When assembled, Sen-Bak's personalized elements tied in with headline copy, make it an extremely effective direct mail piece.

PRODUCED

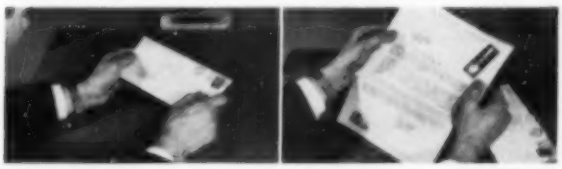
The SEN-BAK mailing unit is produced with specialized high speed equipment for economy and precision handling. The reply piece is mounted without the usual costly hand operations. Note: This product can be addressed through the open window either before or after machine inserting in the carrier window envelope. Reply forms are designed to give you ample room for display copy. Simple checking and easy tear-off features demand immediate response.

MAILED

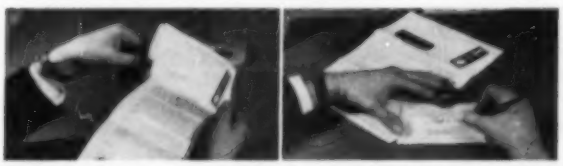
SEN-BAK units have usually been produced for addressing by the user's own mailing department or mailing house. However, complete addressing and mailing facilities are available at General Office Service, Inc.

RECEIVED

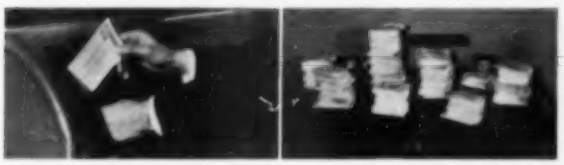
These functional features get action:



your prospect's name here . . . . . and . . . . . on the letter, too



he likes pull-off feature . . . . . and . . . . . no filling in—just "check"



in the mail today . . . . . and . . . . . on your desk tomorrow!

The prospect's name and address show clearly for sure delivery. There's no slipping in the window!

WILL IT WORK FOR YOU?

YES is the answer! SEN-BAK has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, and fund raising groups. The versatility of seven different business reply formats make it fit in on practically all mailings.

THE COUNTRY'S FINEST ART AND COPY

SEN-BAK provides its users with versatility in talent. Creative services are available—from both the SEN-BAK staff and from a nation wide free lance group of artists and copy writers—to best meet our customer's needs.

REPRODUCTION

All SEN-BAK letters and reply elements are handsomely lithographed in the colors of your choice. Only the most competent craftsmen and the best equipment are employed in the production of this product.

TESTING

Testing of SEN-BAK is encouraged and recommended. Results speak for themselves. They are the basis for the amazing popularity growth SEN-BAK has enjoyed with budget-conscious experienced mailers.

DELIVERY

SEN-BAK deliveries are speedy and dependable. For over 30 years General Office Service, Inc. has kept its customers happy with deadline delivery of quality work.

COSTS

SEN-BAK is economical, having been mechanically produced throughout. Its unusual pulling ability gives you a bonus in low cost per reply. Prices and complete details are contained in the SEN-BAK KIT.

SPECS, TESTIMONIALS, SAMPLES



The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you by return mail, so write TODAY to:

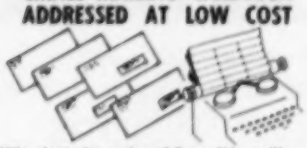
GENERAL OFFICE SERVICE • INC
527 SIXTH STREET NW • WASHINGTON 1 DC • NA 8-5348



HOW THEY SOLVED IT WITH

able labels

SMALL MAILING CAMPAIGN ADDRESSED AT LOW COST



"We planned a series of 5 monthly mailings," reports Associated Business Publications. "Small program did not warrant plates or stencils, so we chose 'Multiplex' carbon-interleaved address labels in 5-part sets. One typing and our entire campaign was addressed."

TEST CARBON-INTERLEAVED 'MULTIPLEX' LABELS with

FREE OFFER

YOU GET:	WHEN YOU BUY:
1 Box FREE	5 Boxes at $8.75 ea.
2 Boxes FREE	10 Boxes at $8.00 ea.
5 Boxes FREE	25 Boxes at $7.50 ea.

Each label 1" x 2⅞"—33 gummed, perforated labels per 8½" x 11" sheet. Box contains 500 sheets. This gives you:

8,250 2-part label-sets per box
5,500 3-part label-sets per box
4,125 4-part label-sets per box
3,300 5-part label-sets per box

OFFER EXPIRES April 15. Limit: One order per customer. Money-back guarantee.

Sales offices: Boston, Detroit, Phila. 'Able Labels' are mfd. and distributed in Ohio by Allen Hollander Midwest Corp., 812 Huron Rd., Cleveland 15, SUperior 1-0736.

Clip to letterhead, sign and mail:

Enter our order for 'MULTIPLEX' CARBON-INTERLEAVED MAIL ADDRESS LABELS:

☐ 2-part ☐ 3-part ☐ 4-part ☐ 5-part

☐ 1 Box $11.00
☐ 5 Boxes @ $8.75 ea. plus 1 FREE
☐ 10 Boxes @ $8.00 ea. plus 2 FREE
☐ 25 Boxes @ $7.50 ea. plus 5 FREE

ALLEN HOLLANDER company, Inc.

385 Gerard Ave., New York 51, N. Y. Dept. RD
MOtt Haven 5-1818
New York City's largest specialty label plant.

My Mail Order Day

By Jared Abbeon

Let us talk about money. How to get it. How to spend it. Now it stands to reason that nobody on this green earth can get you the prime items that you must sell to make a living mail order. That statement certainly includes some of the vicious, cruel, wicked franchise deals that are currently being vigorously promoted. How any person in their right mind can believe that a good samaritan will sell them a package including the merchandise, the sales literature, the mailing list, everything in fact and then even dropship the merchandise, and that all they, John Q. Sucker have to do is lean back and extract the profits from the incoming mail — well, as old P. T. Barnum used to say, "There is one born every minute." There is one of these operators in particular who in the opinion of this columnist is so far over the line of common decency that it is just a question of whether the postal inspectors or the District Attorney nails him first; unless one of his dupes shoots him.

So you have your prime item and it is selling well by mail. Now comes the question of where do you procure more prospect lists and what should you do to wring some more income from your own customer list. "Gosh all Hemlock," says the tyro, "with 170,000,000 people in the country I'll never run out of folks." Well if "folks," just plain, old, ordinary folks can be made to pay off for you, may I tender my congratulations? You have the dream item. Where shall we deliver the million dollars?

But take a more typical situation. I am now pushing an industrial item that can be used by almost every industry. However, some industries pay off better than others. Many industries use so little as to be a losing proposition. On this item I am currently mailing some 20,000 pieces a week. It costs, let us say, about $1,000 to drop these pieces in the mail. I net about $100 to $150 per week on the item taking the good list and the bad lists and averaging out. A nice little proposition, no fortune but no strain. However, a fly is in the ointment. My best industry is the textile industry. About 8,000 firms, this is less than one-half week's run. The foundry industry, the lithographers, the engravers, the airplane frame manufacturers and three or four other industries and I have run through the cream in less than a month. Very high class mixed industrial lists pay off. So Standard and Poors gives me 25,000 and again I am out of action. Some books I can run over and over again like Posts Paper Mill Directory, using the First Man's name one month, coming back for the second, the third, the fourth, but again there are less than 1,000 paper mills in the entire U.S. and Canada.

So having exhausted my own resources I do what any intelligent man does when cornered: I yell HELP!!! And the folks to whom I yell are the List Brokers. Now for the sake of clarity let me explain what a List Broker does. A List Broker is a man, or woman, or a company of men and women (some of the larger ones occupy full floors of office space), that knows who has lists they wish to *rent* and conversely knows who wishes to hire mailing lists. In rare instances the broker may own or control some of the lists he rents. However, the more usual procedure is to act strictly as an agent.

Let us follow through a typical transaction. The publishers of a national publication decide they want some more subscribers so they prepare an offer. The circulation manager calls in a broker or more likely a number of brokers and tells them he is looking for "live" lists of, in this case, business executives. So the brokers will suggest maybe some 10, or 20, or 50 lists that they think are right. For every list a broker suggests he has a printed or mimeographed file card about 5 x 7 that gives the full story of the list. The average list broker has hundreds, even thousands of these different list cards always available. It costs him a small fortune to keep the information up to date. The renter having

Suppose Somebody Called **YOU...**



"KNUCKLEHEAD?"

Ever since we've been in this business we've been alternately amused and annoyed by the cockeyed observation that *"Nobody reads direct mail."*

It makes a lot of people, from the neighborhood liquor store owner to the managements of giant corporations, look like triple-distilled, copper-riveted knuckleheads . . . spending their good money for the dubious privilege of filling the nation's wastebaskets.

Well, relax! It just ain't so!

In this issue of The Reporter you'll find a pretty hardboiled study of what actually happens to the avalanche of direct mail that descends upon consumers and businessmen every day.

It confirms the fact that *some* attention is paid to almost *all* of it . . . and that over and above the actual orders or inquiries it produces, it has a measurable, calculable institutional value that is irreplaceable in the advertising schemes of large and small organizations.

That is, if it's good direct mail . . . well-planned, appealingly produced and intelligently presented.

So don't let the "sour-pusses" get you down. And if Circulation Associates, Inc., can lend its knowledge and its facilities to the achievement of your direct mail advertising objective, get in touch with us by mail or 'phone.

CIRCULATION ASSOCIATES INCORPORATED

COMPLETE DIRECT MAIL SERVICE

226 West 56th Street, New York 19, N.Y.—JUdson 6-3530



The purpose of this department is to give you thumbnail sketches of authenticated direct mail successes. In order to get a release of confidential figures, we have promised that names and addresses and identifying details will be withheld.

$5,000 worth of service orders produced by jumbo direct mail card for auto dealer. Card drives customers into dealer with special service offers. Out of 5,400 cards offering brake re-line price, 83 orders were written and cost was 4.4¢ per card mailed. $5,000 worth of business in 30 days and some of it other than brake work.

$

3 Units sold per dealer credited to direct mail campaign, recent survey shows. Study of appliance direct mail effectiveness reveals three tabloid-style mailings featuring national brand washing machines and dryers were profitable. 41% of people received mailing correctly identified dealer who sent it. Survey covered 2,050 recipients of series.

$

31% of people in super-market area recalled receiving direct mail campaign from major bread company. Mailing was sent to stimulate store traffic. 7% recalled seeing newspaper ads and 3% recalled TV commercials on the subject matter. Study was conducted by the advertising agency.

$

24% response in trade show booth with direct mail merchandising. Contractor sent card with one cuff-link (shaped like house) inviting recipient to attend display at Home Show, collect matching cuff-link in the booth.

$

Insurance letter produced 20% return for agent who decides on neighborhood, takes photo of houses, pastes photo on individualized letter offering protection via his coverage. Cost of letters estimated at 13¢ each.

$

1 out of 4 laundry prospects became regular customers after direct mail promotion by laundry and drycleaner owner. 8 piece mailing gets business, he reports. High selectivity of lists is his secret. He picks households wherein men must change shirt everyday (also where wife works). Test included offer of 50% discount on shirt order and up to $3 savings on drycleaning. 16% responded for drycleaning offer on this test.

$

$32,922 worth of business discovered in 32 inquiries, reports lumber dealer who used direct mail to find his prospects. 9 of the 32 inquiries were converted to pole structure sales amounting to $18,920 in one year and he further sold $14,632 worth of related materials to these same customers. . . . Another lumber dealer selling to farmers reports he keeps his crew of 7 busy within radius of 30 miles around a town of 6,000 people. Using direct mail methods he discovers roofing and siding prospects. In a town of 946 population a third lumber dealer promoted a FARMERS DAY and obtained more than 700 registrations at his warehouse.

$

Direct mail produces $9 for every $1 spent! A recent campaign for a men's clothing store promoted profitable store traffic indeed! $400 was spent on the first mailing and it produced traceable sales totalling $2,251.60. Second mailing followed on which budget was $400 and this produced traceable sales of $4,893.13. These two investments yielded $7,144.73 for $800 spent. Old charge accounts were reactivated.

$

If you've considered using pigeons for a special mailing stunt — DON'T! *Time* magazine recently reported pigeons do not "home" so well these days. Radar, nerves, saucer traffic . . . nobody knows why. If you know . . . tell the Signal Corps, please.

picked the lists he thinks fit his program will then proceed to test a percentage of each. Most tests are for 2,000 names up, although occasionally a super cautious renter will test in 1,000 lots. If he can tell anything from a 1,000 test his crystal ball is better than mine. The broker then proceeds to send out the rental orders to the list owners and generally follows up till the material is addressed and returned or mailed. The paper work involved in all this is quite elaborate and on a small test or series does not pay the broker. He makes his money on the run and rerun. The list owner bills the broker's agent at his regular rental fee which might be anywhere from $13 (rare) to $15 average, $17 getting commoner, or even $20 or $25 per thousand (again rare).

The broker bills the renter, deducts 20% as his fee and forwards the rest to the list owner. This is a neat bit of gravy for the list owner. Take my own firm for example. We have close to 19,000 customers, on our "Active Customer List," for this we get $17 per thousand rental, 20% to the broker, leaves $13.60, say $3.60 for running the plates and incidentals leaves a $10 william, times 19 is $190, each and every time that list rents, and although I never toted it up it must rent 2 or 3 times a month average. Then, there is also 14,000 inquiry names that go at $15 per 1,000 rental, and some 10,000 Direct Mail Enthusiasts that have been compiled by me from my correspondence, etc., at $ per 1,000 rental. And the nicest part is that when your list rents out to a man one year and he makes money it stands to reason that he will return the next year for another go around.

However, as any renter will tell you, the hardest thing is to find grade A lists. Rental costs are high, trucking material around getting it addressed is expensive, delays are more frequent than rare, lists are often poorly described and some renters are potential bankrupts. When renting watch out for tricks. For example, one chum whose customers stretch back 20 years sends 1957 names only when asked for a *cross section.* I just got back a test to mail of what was described a "metal" working shops. 80% are wood working establishments. Another list of "executives" contained about 30% women and children. Nothing like skimming through a batch of big wheels with names like "Miss" and "Master." ●

POSTAL REPORT FROM WASHINGTON

by Harry J. Maginnis

Exec. Mgr.,

Associated Third Class Mail Users, Inc.,

1406 G Street, N. W.

Washington 5, D. C.

AT THE TIME OF WRITING THIS PIECE, the Postmaster General had transmitted to Congress his newest proposal for postal rate increases. As you readers will have learned, Mr. Summerfield has raised his sights since the 84th Congress. Last year he sought increased annual revenues of $406.5 million. He is now after $527.5 million.

Users of third class mail will be particularly concerned over the Department proposal for a 2¢ minimum piece rate immediately and a 2½¢ rate effective July 1, 1959. These increases, coupled with a 2¢ increase in the pound rates, a $10 increase in the permit fee and a hike in the individual piece of third class mail from 3¢ to 4¢, would cost third class users the staggering sum of $128 million, annually.

Direct mail advertising is in serious jeopardy. Like anything else, it can be priced out of the market. Many Congressmen would like to see that happen. In fact, Congressman Broomfield (a freshman Representative from Royal Oak, Michigan) has introduced a bill, H.R. 5596, which would charge first class postage for "advertisement circulars and other pieces of advertising weighing eight ounces or less."

As I have pointed out in previous *Reporter* articles, the "junk" mail label has had its effect in the Congressional arena. More and more we observe in various Congressional hearings arguments favoring a reduction in the volume of advertising. The Deputy Postmaster General himself suggests that an increase in third class rates will reduce the output of such advertising material.

Now all of us in the direct mail fraternity know that there is something stupid about these attacks on an advertising-sales medium which accounts for $15 billion or more of sales in the United States annually. We know that in veritably every city, town and hamlet of the Nation some citizen benefits because of these sales. We know that the Federal government is anxious that our national gross product be increased. We know that sales made through direct mail advertising will diminish as postal rates are increased.

Yet the persons who really count—Members of Congress—do not know any of these things. Somehow or other the individual Representative and Senator feels that direct mail advertising is a hair shirt on the body politic, a scourge which must be wiped out. If the industry is to survive and prosper we must change this harsh and unrealistic picture.

Our opportunity is at hand. If rate hearings are not in progress when this item appears in print, they will soon be started. Each member of Congress will be buttonholed and propagandized by the Postmaster General and his top aides. Although we are presently a $275-million customer of the postal service, we can except no kind word from these appointed public servants. In like vein we cannot count on a realistic appraisal of our problems by the Secretary of Commerce or the President's Council on Small Business. This is the Postmaster General's show. This is his Gotterdammerung. In the face of the recent findings by the Citizens Advisory Council of the Senate Post Office Committee that $400 million or more of the postal deficit consists of purely public welfare items, the Summerfield attempt to balance the postal budget must eventually prove abortive. The real danger is that Congress will succumb to his pressure tactics. If the present bill should be enacted, we will then have abundant evidence of the stupidity of unreasonable rates in the form of a declining volume of mail, business failures, reduced sales, lowered tax returns and

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for **general purpose tying** of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL

BUNDLE TYER CO.

Blissfield, Michigan

HOW TO BE REMEMBERED BY YOUR CUSTOMERS FOR AT LEAST 200 YEARS!

Our famous 200 YEAR CALENDAR, 200 calendars all in one, is the secret. This one convenient wallet sized calendar gives the exact day and date of every year from 1851 to 2050 A.D. Your customers will want to keep this calendar always. Think of the advertising value behind this 200 YEAR CALENDAR imprinted with your name and address. Imagine the number of times it will be referred to. And every time anyone looks at the calendar, there's your name staring them in the face. Mail 25c for sample and quantity prices. Rose Enterprises, 8714 Sunset Blvd., Dept. M, Los Angeles 46, California.

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In the production of dependable photo-engravings the human element is as great a factor as the best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR FILM ON PHOTOENGRAVING

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Four Shifts Every Work Day



P. S. *A copy of "The Art and Technique of Photo Engraving" will aid you with your production problems. Send $2.00*

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44 West 28th Street, New York 1, N. Y.
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so on down the line.

Such a travesty need not occur. Congressmen are fairly intelligent human beings. Working together we can convince them of the dangers involved in the Summerfield rate bill. We can best do the job by working through the "grass roots." Properly organized, the memberships of DMAA, MASA, ATCMU, the First Class Mail Association, the Parcel Post Association, can get their arguments across to their Representatives and Senators.

This report is, in effect, a call to action. The writer of this piece has many other jobs available to him in the legislative field. He will survive the Summerfield rate bill; but those of you who have spent a lifetime building your businesses cannot move so easily from one occupation to another. As I have been in the past, I am out to win this fight. But more help than ever is needed. ●

QUOTATIONS FOR OPENERS

WE'VE BEEN NOTING RECENTLY that a number of letterwriters are starting their copy with well-known quotations. Reminds us of the laugh-filled speech given by the late Tom Beck (formerly chairman of Crowell-Collier board) at the 1949 Chicago DMAA convention. He had the crowd howling over his examples of using quotations. He claimed they gave your letters more believability or authenticity. People recognized a familiar, taken-for-granted expression of a famous personage . . . and therefore paid more attention to the rest of your letter.

Maybe it's a good idea and should be used more often. If any more readers of *The Reporter* use this device . . . send samples along. But remember a warning: *Your selected quotation must tie in closely with the theme. It shouldn't be used as a trick.*

Here are a few recent cases:

» *Permutit* dealers used a letter to "Dear Neighbor" which started: "It is better to light a candle than to curse the darkness. (Chinese proverb.) Tie-in with balance of letter not too good.

» *The Steck Company* in Austin, Texas, in sending its new 1957 stick-it-on-the-wall calendar, used a letter which started: "The time has come, the walrus said" . . . to tie in with some good-natured kidding about the complications of handling the calendar. Also liked their humorous closing P.S. on letter: "In case you hate bright and cheerful people, we have special salesmen who, on request, can be real gloomy — almost surly. Just ask for one of our 'surly' salesmen."

» *Jno E. Graybill & Co., Inc.* (wholesale electrical supplies), Broad & Walnut Sts., York, Pa., in two recent letters to the trade used quotations or a reference to famous names. One started: "A lamp is a lamp is a lamp . . . Gertrude Stein would probably have said in her day. But, it's not true today!" Good tie-up with sales pitch on lighting. Second letter had longer quotation from *Business Briefs*. Worth repeating:

> When God made the oyster, He guaranteed him economic and social security. He built the oyster a house, a shell to protect him from his enemies. When hungry, the oyster simply opens his shell and food rushes in for him. But when God made the eagle . . . He said: The blue sky is the limit, go build your own home. And the eagle built on the highest mountain crag, where storms threaten him every day and for food, he flies miles even through rain and snow and wind. The eagle, not the oyster, is the emblem of America.

Tie-in with rest of sales pitch is excellent. How "only the aggressive, progressive, decisive, farsighted businessmen succeed in today's pace."

Maybe Bus Reed and Paul Bringe won't okay this style of letterwriting, but we'll take the chance of stirring up an argument.

Let's hear from more of the "quotation" users. ●

WHAT DO YOU THINK?

We hate to start an argument with the great Ford Motor Company (one of the largest and best users of direct mail) BUT . . . several keen observers among *Reporter* readers have been critical of a recent mailing. The mailing (reputedly running into millions) has all the appearance of a survey. Recipients are asked, in a letter, to help on "a study." Three-cent stamp attached for mailing questionnaire. "There is no need to sign your name." But the questionnaire form (to be returned to "Tabulating Department" at Westbury, N. Y.) carries the tipped-on address sticker which showed through window of sending envelope. The questions concerned

ownership of cars and/or trucks; number and how old; intention to purchase new one in certain future period.

Those who complained contend that this downgrades the use of questionnaires; it purports to be "a study" . . . but is really a drive to get leads for salesmen's calls; it may make people skeptical of future questionnaires.

We'd like to know how some of our research-minded friends feel about it.

A CORNY APPEAL

Several correspondents have sent us examples of a letter now being used by local laundries. Obviously it's a syndicated proposition dreamed up by some agency, association or the purveyors of the prize goods. It hasn't made a good impression on prospects who have contacted us. It's an adaptation of the old and wornout "working my way through college" theme. It's entirely selfish. Shows no benefits to the prospects. Read the copy and see if you agree:

Dear Customer:
My company is sponsoring a Dry Cleansing Contest. They have made available many prizes that I can win.

There are toasters, roasters, mixmasters, automatic coffee makers, bicycles, and many more wonderful prizes. I have my heart set on winning some of these prizes for my family.

I need your help if I am going to win. I will really appreciate it if you will send me your cleansing during this six-week contest. Winning some of these prizes will make my family and me very happy.

Thank you so much for taking time to read this letter. I will greatly appreciate your help.

Sincerely,
Your Route-Salesman
(signed)

LEARNING TO KNOW PEOPLE

This reporter has been fascinated during the past six months or so . . . reading a continuing travelogue written by Glenn Stewart, editor of *Philosopher*, monthly h.m. of the KVP Company, Kalamazoo, Mich. Glenn is one of our top nominations for "best house magazine editor" in the country. His reports on his long trip to Europe were like friendly let-

INVESTIGATE THESE NEW DUNHILL LISTS

Middle Management Production Executives **350,000**
Men who hold top positions in industrial plants such as Plant Supervisors, Managers, Superintendents, Maintenance Managers, Chief Engineers, etc.

Parents of School Age Children **1,000,000**
Children range in age from 7 to 17. You can select by sex of child, city or state.

Buyers of Overseas Food Parcels . . . **600,000**
People who have currently purchased food packages for overseas people (this is not a CARE list).

Transatlantic Travelers **80,000**
People who have crossed Atlantic in the past twelve months and traveled first class.

Contributors **300,000**
Catholic — 200,000, Jewish — 100,000

For more information about these or other lists, write or phone

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Send for a copy of Dunhill's New Mailing List Catalog.

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Catalogue of **FLASH BULLETINS**

Ad execs, sales execs, organization secy's! If you use form letters in quantities from 25 copies to 100,000, you'll want to see these clever, 4-color, preprinted, 8½x11 forms that start your message off with a bang; command attention; get greater results! 64 products of top copy and art talent! Used consistantly by blue-chip firms throughout the land.



Send now! No obligation! Use company stationery and give your name and position, please.

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Fragrance Process Compound!

Like ants to honey . . . that's how prospects react when their attention to your printed sales message has been demanded . . . and held . . . with action-compelling Fragrance Process Compound. Use it letterpress—offset—gravure.

FPC adds a new, lasting dimension of aroma that creates buy-impressions far beyond mere words and pictures . . . and that sends sales soaring!

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For complete information, write today.

FRAGRANCE PROCESS COMPANY
73 Sullivan Street, New York, N. Y.
Telephone: MOnument 3-1582

ters . . . painting word pictures which made you see what he was seeing. His concluding episode in the February 1957 issue was devoted mostly to answering questions he was asked after he got back home, such as "How did you plan the trip?" . . . "What countries did you like best?" . . . etc.

But we liked best his very last answer and its potent explanation. We'll pass it along to all of you. Read carefully. The last two paragraphs constitute the best possible explanation of why Glenn Stewart can write so well.

How Much Does It Cost?

That is a good bit like "How long is a piece of string?" but two people can travel as we did, go to the best hotels, buy a reasonable amount of souvenirs, and stay a month or six weeks for around $3,000. Thousands of students, traveling tourist class, do it every year for $750 or less.

If you have such a trip in mind for "when we can afford it," or "when I retire," don't put it off that long! Do it while you are young enough and well enough to get around on your own steam. We saw many elderly people. They were indeed having a wonderful time. But they were missing out on a great deal, too. There were a good many middle aged women traveling alone or with other women. "George and I planned this trip for years, but somehow we never got around to it. Then . . ." Sure, if you are George, you will want her to take the trip even though you aren't around to take it with her. But she'll have a lot better time if you are on deck, even if she has to drag you to the art museums, and gives you that certain look if you insist on going to the Folies Bergere or a Montmartre night spot.

Can't afford it? Well, you couldn't afford to get married, or buy a house, or have babies, or send them to college. Neither could we. But somehow we did. And we have some wonderful memories and some wonderful new friends, and a hunch that these are things you can indeed "take with you" a bit better than a bank account.

You learn so many things. Of course, if you want to believe that we Americans and Canadians have the best of everything, know all the answers, are superior to all other peoples, better not go. You'll be in for a rude awakening. For if you go with anything approaching an open mind, you will quickly find it just ain't so.

People . . . all kinds of people . . . are wonderful, everywhere. Be just a little friendly yourself and you will find them outdoing themselves to be friendly to you. I can't begin to enumerate the kindly, courteous, helpful people we met. Not just the employees of hotels and transportation companies, or waiters and policemen . . . but road menders and pottery workers in Ireland; shepherds and college professors in Scotland; clerks and Beefeaters in England; watchmakers and cowgirls in Switzerland; farmers and game keepers in Holland; flower girls and business men in Paris. Race is no barrier to friendship and understanding, nor language, nor religion, nor nationality.

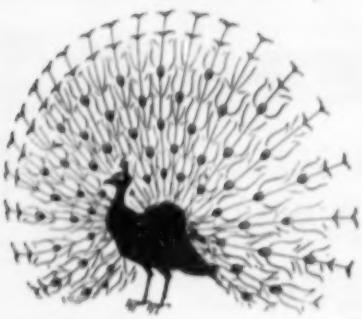
How often there came to mind the ancient Sanskrit wisdom: Walk together, talk together, O ye peoples of the earth; then, and only then, will we have peace.

NEW!

SORG's Kromekote BLOTTING

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NEW!



PINK Kromekote on white Sorg Blotting with a warm, rich shade of Kromekote coating.

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Now you can add extra colors to your blotters without extra printing impressions . . . and achieve many eye-catching, harmonizing color effects . . . with the new Kromekote Blotting in colors —by Sorg.

And remember, the high gloss finish of Kromekote permits you to reproduce your finest illustrations—either single-color or multi-color—with perfect results. Ask your Sorg Blotting merchant for sample sheets of these exciting new Kromekote Blotting colors.

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WHAT'S THIS DEPARTMENT

One of our correspondents sent us a filled-in form letter received from John Deere Harvester Works of Deere & Company, East Moline, Ill. It was processed-signed by the "general manager." The letter reads:

(Filled in name and address)

Gentlemen:

The increasing volume of our incoming mail makes it necessary to request that effective immediately you delete our name, "John Deere Harvester Works, East Moline, Illinois," from your mailing lists.

The following list shows the individuals who are presently on your mailing lists with "John Deere Harvester Works" as a mailing address. These names should be deleted and *no additional names* added.

Chief Metallurgist (filled in)

Very truly yours,

Seems to us . . . we remember that this company has used tons of direct mail to promote its products over the years. Seems to us also . . . the officers of this company should be friendly to direct mail . . . anxious to be on the watch for new ideas, either promotionwise or for improving efficiency in production or better products.

Another case belongs in the "What's This Department." A friend of Tom Dreier's sent him a letter received from the president of a large and respected Philadelphia, Pa., bank. It was a good letter, obviously produced on an automatic typewriter with full name, address and salutation . . . a fine looking, personal letter enclosing a helpful newsletter and asking for comments. Tom's friend wrote a comment which must have blasted the president out of his chair. He said in part:

You go to the expense of putting it on your best stationery, have it typed individually—and then use a rubber stamp or something that looks like one, to sign it. Now in my book, any letter of this sort which is sufficiently important to go out over the President's signature should *have* the President's signature, even though it is actually signed by someone with your authority.

This may seem like a small thing to criticize, and yet to me and perhaps some others, the effect of the letter itself is nullified by the omission of this one graceful touch.

SIMPLIFYING INQUIRY HANDLING

Several correspondents have commented favorably on an answer-method used by Tennessee Fabricating Co., 1490 Grimes St., Memphis 6, Tenn. Although the answer to an inquiry is obviously a processed letter . . . it is well written in a helpful sort of way. And one unusual feature seems to set the right tone. The letter starts:

"Thanks for your inquiry . . . here is your catalog of TFC Ornamental Ironwork."

And then there is an indented paragraph in parenthesis, reading:

(With the present shortage of stenographers in this area, this letter has been mimeographed in order to serve you as promptly as possible.)

The rest of the letter rolls along smoothly. Since prices can only be given after company has complete specifications, the letter and catalog give the recipient easy ways to supply that information and promises speedy handling of further details. The letter itself seems to prove that the company will handle such details promptly and efficiently.

HOTEL OFFERS A FREE SAMPLE

Hotels depend to a great extent on advertising—direct mail—for convention business.

But a letter sent by the Burlington Hotel, Washington, D. C., to association executives had this added touch:

"We cannot bring the Burlington Hotel to you, so we want to bring you to the Burlington just once," went the letter.

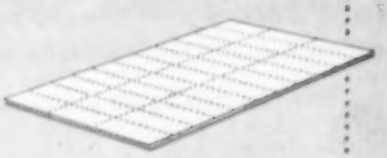
Enclosed was a card entitling the recipient to be complimentary guest of the hotel for one night on his next trip to Washington.

You can fill all your multiple mailing needs with

the Dennison Line of Addressing Labels

SHEETS

The standard addressing label — for typing or duplicating. 33 pin-perforated labels (2 1/16 x 1") on 8½ x 11" sheet. No lint; no pods. Type 33 labels with one insertion. White, blue, buff, salmon, canary, cherry, green. In 25 sheet or ream packages.



4-PART SNAP-APART CARBON SETS

For follow-up mailings, use Dennison Carbon Set Labels — 4 sheets of couponed label paper collated with 3 sheets of one-time carbon. Quick, clean, easy. Labels stay lined up until snapped apart. 33 labels (2 1/16 x 1 1/16") on a sheet. White only.





ROLLS

Dennison Addressing Labels come in continuous rolls of 1000 couponed labels, 3 x 1" or 3 x 1½", in a dispensing box. Accurate spacing allows labels to be typed with a minimum of adjustment. White only.

Dennison quality labels plus special Dennison gumming insure satisfaction.

Order Dennison Addressing Labels from Your Stationer.

Dennison

Framingham, Mass.

SOME GOOD ADVICE FOR COPYWRITERS

Another favorite house magazine which gets close attention each month by this reporter is *Whatsoever Things*, published by Stetson University, Deland, Fla. (for alumni, faculty and students). It is edited by Gerald Horton Bath of Washington, D. C., who has been mentioned previously in *The Reporter* as the creator of those famous printed pieces promoting reconstructed Williamsburg, Va. Two items showing Gerald's philosophy of life caught our eye in the February 1957 issue. Seemed to contain timely advice for copywriters and very much in line with some of the discussions carried on in recent Scuttlebutt columns. Although the two items were not printed together or in this sequence, here they are for your serious consideration.

ALUMINUM OFFSET PRESENSITIZED PLATES

18½¢ per use

Fact #1: our 37c Alkote* is really two plates in one (sensitized on both sides) and costs you only 18½c per use.

Fact #2: Alkote gives amazing performance — quality reproduction of line and halftone, ease of handling, stability, shelf life.

Fact #3: for Job-Rated plates, inks, and other offset supplies

**Patent pending*

SEE POLYCHROME

$6.25 worth of Polychrome Pressroom Supplies FREE

— with your first package of 50 Alkote plates. Complete processing kit includes Desensitizing Gum and Red Lacquer in pint plastic dispensers, cotton, sponge. Total value: $6.25. Send in coupon today. Offer expires 8/1/57.

CHECK ONE OR BOTH

☐ Send 50 Alkotes at 37c each (total: $18.50) and that $6.25 processing kit FREE

☐ Send Catalog of Polychrome Job-Rated Offset Supplies

Name ..... Title .....

Company .....

Address .....

City ..... Zone ..... State .....

Polychrome Corporation, Dept. R4, 2 Ashburton Ave., Yonkers 2, N. Y.

Have You an Understanding Heart?

A friend of ours got a salary increase the first of the year, but he didn't get very excited about it. "That guy," he said, referring to his boss, "can make you sore even when he gives you a raise." Then he read us the letter announcing his raise, in which his employer said that the firm's business really didn't justify a salary increase, and he might be making a mistake in giving it, but he was taking a chance and granting it anyhow. Our friend, who thought he had done a fine job all year, had anticipated a pat on the back but got instead "a kick in the teeth."

The incident emphasized again how handicapped an employer — *or anybody else* — is who cannot bring himself to be gracious, who, either through insensitivity or embarrassment, cannot do kind things in a kind way. How much better it would have been if this employer had told his employee that he was much pleased with the intelligent way he was handling his job and that he was delighted to express the firm's appreciation in this tangible way! In a sentence or two he could have inspired a loyalty and friendship that no money could buy. But he lacked an understanding heart.

The secret of being gracious is to *want* to be gracious. Reluctant kindness is no kindness at all. If you are kind in your heart *first* your words and actions will take care of themselves!

The Test

Lots of people think they have convictions — when they only have prejudices. Convictions grow out of opinions formed after considering both sides. Prejudices grow out of opinions formed without taking the trouble — or really wanting — to hear both sides. All of us have our full share of both.

Sometimes it's pretty hard to tell which is which. We cling stubbornly to inherited, or self-evolved, opinions *believing* that we believe they are right. But few of us dare to make the acid test — the test that will tell us in a hurry whether what we are sounding off about so loudly is a conviction or simply a prejudice: *How does the opinion we hug to our bosom jibe with the Golden Rule?* Any strong feeling that doesn't look good

Elliott ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co., 127 Albany St., Cambridge 39, Mass.



will help you turn *your* mailing lists into *extra* dollars quickly and easily! This Book, by Jim Mosely, is packed with TESTED IDEAS and TECHNIQUES gathered from 20 years' experience — to bring you added profits year after year. Step by step, this informative Book answers your questions and shows you how to find *overlooked* profits from your mailing lists. Send *today* for your FREE COPY of *"How to Double Your Net Profits from Your Mailing Lists."* Just attach ad to letterhead or business card. No obligation.

Dept. R-40

Mosely MAIL ORDER LIST SERVICE, INC.

Mail Order List Headquarters

38 Newbury Street Boston 16, Mass.

"Mosely sends the Checks"

ART AND ILLUSTRATIONS FOR FAST LAYOUTS

There's nothing like the monthly Clipper for fast layout in emergencies. BIG NAME firms that you know depend on the Clipper for Clip-Art. Free sample. No obligation. Address . . .

MULTI-AD SERVICES, INC.

Box 806W, Peoria, Illinois

when held up to this mirror deserves a second, careful look.

Note: Some people have wondered how *Whatsoever Things* got its name. Here is explanation carried under first page masthead:

Whatsoever things are true, whatsoever things are honest, whatsoever things are just, whatsoever things are pure, whatsoever things are lovely, whatsoever things are good report; if there be any virtue, and if there be any praise, think on these things.—Philippians IV, 8.

HELP FOR NURSERIES

The Post Office is recipient of a lot of kicks . . . but it should be complimented for some of its services "beyond the call of duty."

We liked a short article in the February 1957 *Postal Service News* (edited by former DMAA president, Rohe Walter, for employees). Worth reading . . . as an example of PO cooperation to one group of mailers and their customers:

PLANTS BY MAIL

February is the month when many nurseries ship stock orders of plants and shrubs for the spring planting season. Since many of these are shipped by mail, postal people might well advise gardeners on the receipt and care of such stock.

This is another service we can offer our patrons—one which they will appreciate, and one which can be publicized through your newspapers and radio-TV stations.

These are points to stress:

1. If away, make arrangements to have a neighbor accept shipments. Keep moist and in a cool location until planting time. Otherwise, the plants may be damaged in storage at the post office, express, or freight station.

2. If a neighbor cannot accept delivery, contact the Post Office and leave instructions as to where the plants can be delivered. A cool basement, garage, or shaded porch is always better than a mail room for storage of dormant plants and nursery stock.

3. Best of all, if you are home, have the ground well prepared, and make your planting as soon as possible after delivery. Early planting, liberal watering, and following the sender's instructions will insure best growth of all plant materials.

AD CENTER FOR NEW YORK

Plans for the first permanent exhibition center for the advertising and sales promotion fields were announced last month at a kick-off luncheon held at the Hotel Roosevelt. To be known as "The Advertising Center", the new industry headquarters will be located on the street floor of the Young & Rubicam Building, at 285 Madison Avenue.

According to Larry Schwartz, president, the Advertising Center will "provide a year-round source of ideas

(*Continued on Page 62*)

Now you can reach those customers who want to reach you

For mailers' use on a one-time rental basis, America's largest owner source of mail order buyers has 144 different lists. Each is a preferred list of identified men, women and juvenile cash mail order buyers—6,000,000 names of individuals who have bought just about everything ever sold by mail.

Among them are the people you want to reach . . .

Among them are the people who want to reach you . . .

Send for our brand new free directory today.

25th year

BOOKBUYERS LISTS, Inc.

363 BROADWAY, New York 13, N.Y.

WOrth 4-5871

get additional "mileage" out of your lists!

If you sell any product or service by mail or house-to-house

We supply the complete mailing "package"—you just mail.

Write for FREE SAMPLES and list of our clients in your field

THE SLOAN-ASHLAND DIVISION

Suite 903 Merchandise Mart
Chicago 54, Ill.

Sellers of merchandise through direct mail promotion

An Ad Agency that Loves DIRECT MAIL

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how). Direct Mail is no stepchild here! We co-ordinate space advertising with it.

"That Jellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Direct Mail directory

LISTINGS ONE LINE PER ISSUE, $10.00 PER YEAR. UNDER SPECIAL HEADINGS, $24.00 PER YEAR.

ADDRESSING

A-Fire Letter Service ... 219 Griggs-Midway Bldg., St. Paul 4, Minn. (MI 6-1005)
Address-O-Rite Stencil & Mach. Co., Inc. ... 64 W. 23 St., N.Y.C. 10 (OR 5-3240)
Beekman Addressing Service ... 1436 Kings Highway, Brooklyn, N. Y. (DE 9-0679)
Creative Mailing Service, Inc. ... 400 N. Main, Freeport, N. Y. (FR 9-2431)
Merit Mailers ... 36 Sterling Street, East Orange, N. J. (OR 2-2900)
Sussner Typing & Mail. Serv. ... 70-01 Queens Bl., Woodside 77, N. Y. (NE 9-7500)

ADDRESSING MACHINES

Addressing Machine & Equip. Co. ... 926 Broadway, N. Y. 7, N. Y. (HA 2-6700)
Approved Business Machines Co. ... 10 Hudson St., New York 13, N. Y. (CA 6-6233)
Elliott Addr. Machine Co. ... 153-A Albany St., Cambridge 39, Mass. (TR 6-3020)
Mailers' Equipment Co. ... 40 W. 15th St., N. Y. 11, N. Y. (CH 3-3442)
Sayer & Wallingford ... 148 W. Broadway, N. Y. 13, N. Y. (WO 4-0530)

ADDRESSING — TRADE

Addressing Unlimited ... Flushing, New York (HJ 5-3191)
Belmar Typing Service, ... 91-71 111th St., Richmond Hill 8, N. Y. (VI 6-5323)
Shapiro Typing Service, ... 68-11 Roosevelt Ave., Woodside, N. Y. (HI 6-2730)
Sussner Typing & Mail. Serv. ... 70-01 Queens Bl., Woodside 77, N. Y. (NE 9-7500)

ADVERTISING ART

A. A. Archbald, Publisher, ... P. O. Box 39749, Los Angeles 6, Calif. (RI 9-9002)
Idea Art ... 104 East 39th St., N. Y. (MU 6-7270)
Multi Ad Services ... 100 Walnut St., Peoria, Illinois
Ray Thompson Advertising Art ... Box 134, Wyncote, Penna.
Harry Volk Jr. Art Studio, ... 1401 N. Main St., Pleasantville, N. J. (PL 4630)

ADVERTISING BOOK MATCHES

Match Corp. of America ... 5453-43 49th Pl., Chi. 32, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Chicago Advertising Specialties Co. 5754 W. Irving Park Rd., Chi. 34, Ill. (AV 3-4122)
Gottlieb-Montanya, Inc. ... Glyndon, Maryland (BElvertown 241)

ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION

Troy M. Redlon, T & D. Redlon, ... 1622 M St., N.W., Wash. 6, D.C. (RE 7-3432)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Merit Mailers ... 36 Sterling Street, East Orange, N. J. (OR 2-2900)

AUTOMATIC TYPEWRITING

Great Neck Letter Service ... 9 Hicks Lane, Great Neck, N. Y. (GR 2-8843)
Westbury Letter Service ... 1091 Wellington Court, Westbury, N. Y. (ED 4-2383)

BOOKS

Art & Tech. of Photo Eng. Horace Hng. Co. ... 44 W. 18, N.Y.C. 1 (MU 9-8585)
Reporter of Direct Mail ... 234 7th, Garden City, N. Y.
Cordially Yours ... $5.00
Dogs That Climb Trees ... 1.00
How To Get The Right Start in Direct Advertising ... 1.00
How To Think About Direct Mail ... 1.00
How To Think About Letters ... 1.00
How To Think About Readership of Direct Mail ... 1.00
How Direct Mail Solves Management Problems ... 1.00
How To Think About Showmanship in Direct Mail ... 1.00
How To Think About Mail Order ... 1.00
How To Think About Production and Mailing ... 1.00
The Plain Jane of Direct Mail ... .50
How To Think About Industrial Direct Mail ... 2.00

CALENDARS, ART AND BUSINESS

Gottlieb-Montanya, Inc. ... Glyndon, Maryland (BElvertown 241)
Rose Enterprises ... 9714 Sunset Blvd., Los Angeles 46, Calif.

CATALOG PLANNING

Catalog Planning Co. ... 101 W. 55th St., N. Y. 19, N. Y. (PL 7-1907)

CHRISTMAS STATIONERY

The Newborn Company ... 207 W. Main St., Arlington, Texas (AR 5-2207)

COLOR CARDS

Show-Shun, Inc. ... 1465 Broadway, New York 36, New York (CH 4-0541)

COPYWRITERS (Free Lance)

Glenn L. Anderson ... 7445 Bandolino Ave., Van Nuys, California (ST 6-5637)
Leo P. Bott Jr. ... 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-0187)
Orville E. Reed ... 106 N. State St., Howell, Mich. (Tel: 65)
Alfred Stern .... c/o D&D Room 212, 147 W. 42nd St. N. Y. 36, N.Y. (BR 9-8300)

DESIGNERS & PRODUCERS OF STEEL DIE ENGRAVED STATIONERY

The Fredmark Company ... 354 Blacksmith Rd., W., Levittown, N. Y. (PE 1-9495)

DIRECT MAIL AGENCIES

Abrend Associates, Inc. ... 601 Madison Ave., N. Y. C. 22, (PL 1-6312)
American Mail Adv., Inc. ... 619 Newbury St., Boston 15, Mass (CO 6-7560)
Homer J. Buchler ... 100 N. State St., Chi. 2, Ill. (St 2-5536)
The Buchler Organization ... Phila. National Bank Bldg., Phila. 7, Pa.
Chase Direct Mail Service Corp. ... 15 E. 40th St. New York 17, N. Y. (MU 7-2930)
James Connell & Assoc. ... 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)
Dickie-Raymond, Inc. ... 470 Atlantic Ave., Boston 10, Mass. (HA 6-6266)
Dickie-Raymond, Inc. ... 225 Park Ave., N. Y. 17, N. Y. (MU 4-3610)
Direct Mail Services ... 175 Luckie St., N. W., Atlanta 3, Ga. (JA 3-3296)
The Reuben H. Donnelley Corp. ... 350 E. 22nd St., Chicago 16, Ill. (VI 7-3232)
Duffy & Assoc., Inc. ... 916 N. 6th St., Milwaukee 2, Wis. (BR 2-7555)
General Office Service, Inc. ... 537 6 St., N. W. Washington 1, D. C. (NA 8-5346)
Graphic Service ... Talbott Building, Dayton 2, Ohio (BE 4-1251)
Frederick E. Gymer ... 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)
Harrison Services, Inc. ... 341 Madison Ave., N. Y. 17, N. Y. (MU 9-1630)
Hickey-Murphy Div. of James Gray, Inc. ... 216 E. 45th St., N. Y. C. 17 (MU 2-0000)
John M. Lord & Co. ... 11 Beacon St., Boston 8, Mass. (LA 3-0545)
Merit Mailers ... 36 Sterling Street, East Orange, N. J. (OR 2-2900)
R. L. Polk & Co. ... 431 Howard St., Detroit 31, Mich. (WO 1-9479)
Rapid-O Products Co. ... 7 Central Park W., N. Y. 23, N. Y. (CI 5-6110)
Responda-Letter ... 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
Responda-Letter ... 520 Fifth Avenue, New York 36, N. Y. (MU 7-0350)
Richardson-Shaw Inc., ... 15555 W. McNichols Rd., Detroit 35, Mich. (BR 3-3955)
Maxwell Sackheim & Co., Inc. ... 545 Madison Ave., N. Y. 22, N. Y. (PL 1-3151)
Salon Letters, Inc. ... 153 W. 23rd St., N. Y. C. (WA 9-2680)
Sands Rocke & Co., Inc. ... 61 7th Ave., N. Y. C. 11 (WA 4-1551)
J. B. Sands & Company ... 16 Brighton Ave., Boston 34, Mass. (ST 2-8947)
The Smith Company ... 67 Beale St., San Francisco, Calif. (SU 1-0564)
Lloyd P. Wood Associates ... 1640 Wisc. Ave., N. W., Wash. 7, D. C. (CO 5-9042)

DIRECT MAIL CONSULTANTS

James Connell & Assoc. ... 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)
Lawrence Lewis & Assoc. ... 175 5th Ave., N. Y. 10, N. Y. (OR 7-6868)
Peter L. Shugart ... 2300 W. Pico Blvd., L. A. 6, Calif. (DU 5-6421)
William E. Smith ... 58 Dawn Road, Darien, Conn. (DA 3-4457)

DIRECT MAIL EQUIPMENT

American Auto Typewriter Co. ... 3333 N. Pulaski R., Chicago 39, Ill. (EV 5151)
Cheshire Mailing Machines Inc. ... 1644 N. Honore St., Chicago 22, Illinois
A. B. Dick Co. ... 5700 W. Touhy Ave., Chi. 31, Ill. (RO 3-1900)
Fulton Trying Machine Co. ... 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)
National Bundle Tyer Co. ... Bllissfield, Michigan (BL 102)
Royal McBee Corp. ... 2 Park Avenue, New York, N. Y. (MU 3-4800)
Scriptomatic, Inc. ... 316 N. 11th St., Phila. 7, Pa. (WA 2-4213)
Seal-O-Matic Machine Mfg. Co. ... 145 Hudson St., N.Y.C. (WA 5-0490)

DIRECT MAIL PRE-TESTING — 4 COLOR PROCESS

Encore Color Process ... 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

DIRECT MAIL SUPPLIES

Fragrance Process Co. ... 73 Sullivan Street, N. Y. 12, N. Y. (MO 2-1582)
Leo Products Company ... 3763 S. Lyndale, Minneapolis 8, Minnesota (RE 9-0300)

ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. ... 64 W. 23 St., N.Y.C. 10 (OR 5-3240)
Clear Cut Duplicating Co. ... 149 Broadway, N. Y. 6, N. Y. (CO 7-3247)
Creative Mailing Service ... 400 N. Main St., Freeport, N. Y. (FR 8-4830)
Swanson Direct Mail Service ... Gloucester, Mass. (931-R)

ENVELOPES

American Envelope Mfg. Corp. ... 60 Beekman St., N. Y. 38, N. Y. (WO 2-5040)
Atlanta Envelope Co. ... P. O. Box 1247, Atlanta 1, Ga. (TR 6-3636)
Berlin & Jones Co., Inc. ... 601 W. 26th St., N. Y. C. 1 (WA 4-0400)
The Boston Envelope Co. ... 307 High St., Dedham, Mass. (FA 5-6700)
Colortone ... 3412 17th St. N. W., Washington, D. C.
Samuel Cuppies Envelope Co. ... 386 Furman St., Brooklyn 2, N. Y. (TR 5-6285)
Cuppies-Hesse Corp. ... 1453 Kenwaupon Way, Des Moines 14, Iowa (AT 8-5737)
Cuppies-Hesse Corp. ... 3033 Michigan Ave., Detroit 16, Mich. (TA 6-7360)
Cuppies-Hesse Corp. ... 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1000 Inc. ... 250 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Tuller Envelope Co., ... 2139 Howard St., Detroit 16, Mich. (TA 5-3700)
Garden City Envelope Co. ... 2001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Gaw-O'Hara Envelope Co. ... 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1300)
The Gray Envelope Mfg. Co. ... 55 32rd St., Brooklyn 32, N. Y. (ST 8-2300)
Hoco Envelope Co. ... 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)
Quality Park Envelope Company ... 2529 Como Ave., St. Paul 1, Minnesota
Rochester Envelope Co. ... 72 Clarissa St., Rochester 14, N. Y. (HA 2494)
The Standard Envelope Co. (1900 E. 30th St., Cleveland 14, O. (PR 1-3060)
Tension Envelope Corp. ... 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)
Tension Envelope Corp. ... 522 Fifth Ave., N. Y. 36, N. Y. (MU 2-4644)
Transo Envelope Co. ... 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6014)
Transo Envelope Co. ... 22 Monitor St., Jersey City, N. J. (HE 4-1567)
United States Envelope Co. ... Springfield 2, Mass. (RE 6-7211)
United States Envelope Co. ... 317 Broadway, N. Y. N. Y. (BA 7-5700)
Wolf Detroit Envelope Co. ... 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc. ... 250 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Du-Plex Envelope Corp. ... 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)
Garden City Envelope Co. ... 2001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Hoco Envelope Co. ... 4500 Cortland St., Chi. 39, Ill. (CA 7-2400)
The Rawdon Company, Inc. ... 480 Lexington Ave., N. Y. 17, N. Y. (PL 5-2516)
Tension Envelope Co. ... 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0092)
The Wolf Envelope Co. ... 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

FOREIGN MAILINGS

Sands Rocke & Co., Inc. ... 61 7th Ave., N. Y. C. 11 (WA 4-1551)
The Missing Sales Link ... 78, Rue due Cardinal-Lemoine, Paris be France
Henry Wobst & Associates ... Thorncroft, Scarsdale, N. Y.

IMPRINTERS — SALES LITERATURE

Merit Mailers ... 36 Sterling Street, East Orange, N. J. (OR 2-2900)

INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service Inc. ... 568 Belmont Ave., Newark 5, N. J. (TA 4-0891)
Handed-Nationwide ... 753 4th Ave., Brooklyn 32, N. Y. (SO 8-6519)
Coupon Service Corp. ... 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)
Drumcliff Advertising Service ... Hillen Rd., Towson 4, Md. (VA 3-7290)
Gile Letter Service ... 733 Third Ave. South, Minneapolis 2, Minn. (FE 3-3671)
Mailmen Incorporated ... 37 Cottage Row, Glen Cove, N. Y. (OR 6-0400)
Merit Mailers ... 36 Sterling Street, East Orange, N. J. (OR 2-2900)
West. Emp. Dir. Adv. Co. ... 612 Howard St., San Francisco 5, Calif. (GA 1-4800)

INVISIBLE INK LETTERS & POST CARDS

Sande Rocke & Co., Inc. ..... 91 7th Ave., N.Y.C. 11 (WA 4-1551)

LABEL PASTERS

Potdevin Machine Co. ..... 281 North St., Teterboro, N. J. (HA 8-1941)

LABELS

Allen Hollander Co., Inc. ..... 385 Gerard Ave., N. Y. 51, N. Y. (MO 5-1818)
Dennison Mfg. Co. ..... Framingham, Mass. (TR 3-3511)
Penny Label Co. ..... 9 Murray St., N. Y. 7, N. Y. (BA 7-7771)
Tompkins Label Service ..... 1519 Walnut St., Philadelphia 2, Pa. (PE 5-6999)

LETTER GADGETS

Hewig Co. ..... 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
Robert Strosch & Co. ..... 111 W. Jackson Blvd., Chicago 4, Ill. (WA 2-1861)

LETTERHEADS

Brenner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BR 2555)
Woodbury & Co., Inc. ..... Chadwick Square, Worcester 5, Mass. (PL 4-1721)

LETTERS

Responda-Letter ..... 411 S. Sangamon St., Chicago 7, Ill. (MO 6-0678)
Responda-Letter ..... 520 Fifth Avenue, New York 36, N. Y. (MU 7-6350)

MAIL ADVERTISING SERVICES (Letterheads)

CHICAGO
Dentitio & Co., Inc. ..... 320 N. Dearborn St. (10) (SU 7-1722)
Repeso Letter Service ..... 20 So. Wabash Ave. (3) (CE 6-4056)
The Rylander Co. ..... 216 W. Jackson Blvd., (6) (FR 2-5953)

CLEVELAND
Cleveland Letter Serv., Inc. ..... 740 W. Superior, (13) (SU 1-4300)

COLUMBUS
W. A. Storing ..... 220 N. 4th St. (15) (CA 8-8741)

DETROIT
Advertising Letter Service ..... 2920 Jefferson East, (7) (LO 7-9535)
Curtis & Burgis ..... 6th Floor—Marquette Bldg. (26) (WO 3-0366)
R. L. Polk & Co. ..... 431 Howard St. (31) (WO 1-9470)

EAST ORANGE, NEW JERSEY
Merit Mailers ..... 26 Sterling Street (OR 2-3900)

HOUSTON
Premier Printing & Letter Serv. ..... 620 Texas Ave., (2) (CA 7-4145)

LOS ANGELES
Krupp's Adv. Mailing Serv. ..... 2200 W. Pico Blvd. (6) (DU 5-5421)

MARION, OHIO
Fulfillment Corp. of America ..... 381 W. Center St. (Tel: 2-1187)

MINNEAPOLIS
Gibe Letter Service ..... 723 Third Ave. So. (2) (FE 2-3471)

MONTREAL, CANADA
Commercial Letter & Litho Inc. ..... 359 St. James St. West (AV 8-0297)

NEWARK, NEW JERSEY
Automatic Mailing Service Inc. ..... 560 Belmont Ave., (5) (TA 4-0091)

NEW YORK CITY
Advertisers Mailing Serv., Inc. ..... 45 W. 18th St. (AL 5-4500)
Ambassador Letter Serv. Co. ..... 11 Stone St., (4) (BO 9-0607)
Cardinal Direct Mail Corp. ..... 2 Broadway, (4) (WH 4-3722)
Century Letter Co., Inc. ..... 40 E. 21st St., (10) (AL 4-8300)
Circulation Associates ..... 1745 Broadway, New York, N. Y. (JU 6-3530)
Mary Ellen Clancy Co. ..... 250 Park Ave. (17) (YU 6-7825)
Coupon Service Corp. ..... 37 East 18th St. (OR 3-0100)
Elite Letter Co., Inc. ..... 11 W. 32nd St. (1) (PE 6-1402)
The St. John Assoc. Inc. ..... 75 W. 45th St., (36) (JU 2-3344)
Tyme Letter Serv. Corp. ..... 43 East 19th St. (3) (AL 4-0174)

PHILADELPHIA
Connelly Organization, Inc. ..... 1010 Arch St., (7) (MA 7-8133)
Woodington Mail Advertising Serv. ..... 1304 Arch St. (7) (RI 6-1840)

PITTSBURGH
Advertisers Associates Inc. ..... 1627 Penn Ave., (22) (AT 1-0144)

ROCHESTER
Ayer & Strob ..... 15 South Ave., (4) BA 5-6340)

SAN FRANCISCO
The Letter Shop ..... 67 Bonie St. (SU 1-6564)

WASHINGTON, D. C.
General Office Serv. Inc. ..... 527 6th St., N. W. (NA 8-5048)

WESTFIELD, NEW JERSEY
Union County Business Bureau ..... 7 Elm St. (WE 2-0393)

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. ..... 140 W. 58th St., N. Y. 19, N. Y. (JU 6-3766)
Barbara H. Boynton & Staff ..444 Market St., San Francisco 11, Cal. (YU 6-2378)
George R. Bryant Co., Inc. ..... 71 Grand Avenue, Englewood, N. J. (LO 7-3200)
The Coolidge Co. ..... 6 East 23rd St., N. Y. C. 10 (AL 4-8570)
Dependable Mailing Lists Inc. ..... 381 4th Ave., N. Y. C. 16 (MU 4-4091)
Walter Drey, Inc. ..... 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)
Walter Drey, Inc. ..... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
Dunhill Int'l List Co., Inc.... 55 East Washington St. Chicago 2, Ill. (DE 2-0580)
Guild Co. ..... 100 Engle St., Englewood, N. J. (BB 9-0461)
Willa Maddera, Inc. ..... 215 4th Ave., N. Y. 3, N. Y. (SP 7-7460)
Mosely Mail Order List Serv. ..... 33 Newbury St., Boston 16, Mass (CO 6-3380)
D. L. Neiwick Co. ..... 156 W. 52nd St., N.Y.C. 19 (CO 5-8616)
People in Places, Inc. ..... 167 East 53rd St., N. Y. 16, N. Y. (LE 5-2056)
Planned Circulation ..... 19 West 44th St., N. Y. 36, N. Y. (MU 7-4158)
Roshan Advertising ..... 1450 Grand, Kansas City 6, Mo. (HA 1-6440)
Sanford Evans & Co., Ltd. ..... 165 McDermot Ave., Winnipeg 1, Canada (92-2151)
William Stroh, Jr. ..... 569-570 54th St., West New York, N.J. (UN 4-4800)
James E. True Assoc. ..... 419 4th Ave., N. Y. 16, N. Y. (MU 9-0060)
World Wide Services ..... 520 5th Ave., New York 36, N. Y. (MU 2-5844)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS

Direct Mail Users ..... 16,500 ..... (Reporter of DM)
Dog Owners List ..... over 2,000,000 ..... (Western Empire)
"Occupant Mailing Lists" ..... (Occupant Mailings List of America, Inc.)
Pet shops, 4000; Pet supply jobbers, 150; Cat breeders, 6M..... (All-Pets)

MAILING LISTS — COMPILERS & OWNERS

Active Equipment Supply ..... 1206 Jericho Tpk., New Hyde Park, N.Y. (FI 2-4702)
Albert Mailing Lists ..... 120 Liberty St., N. Y. 6, N. Y. (RE 2-7078)
Allison Mailing Lists Corp. ..... 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8430)
All-Pets Magazine, Inc. ..... P. O. Box 151, Fond du Lac, Wisconsin (2850)
Associated Advertising Serv. .... 615 Willow St., Port Huron, Mich. (YU-5-7773)
Bodine's of Baltimore ..... 501 E. Preston St., Baltimore 2, Md. (VE 7-0400)
Bookbuyers Lists ..... 262 Broadway, N. Y. 13, N. Y. (WO 4-5871)
Boyd's City Dispatch, Inc. ..... 220 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)
Buckley-Dement ..... 535 W. Jackson Blvd., Chicago 6, Ill. (HA 7-5602)
Catholic Laity Bureau ..... 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)
Creative Mailing Service ..... 460 N. Main St., Freeport, N. Y. (FR 8-6650)
Walter Drey, Inc. ..... 333 N. Michigan Ave., Chi. 1 Ill. (FI 6-4180)
Walter Drey, Inc. ..... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)
Dunhill International List Co. Inc. .....566 Fifth Ave., N.Y.C. 17 (PL 2-0633)
Drumcliff Advertising Service..... Millen Rd., Towson 4, Md. (VA 3-1790)
Ed Kagan ..... Webster, Mass. (WE 2780)
E—Z Addressing Serv. ..... 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)
Fairchild Lists, Fairchild Pubs., Inc. 7 E. 12th St., New York, N. Y. (AL 5-8282)
Fritz S. Hetheimer ..... 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
Industrial List Bureau ..... Webster, Mass. (WE 2780)
Jewish Statistical Bureau ..... 370 Broadway, New York 7, N. Y. (BE 3-4330)
Inailmen Incorporated ..... 37 Cottage Row, Glen Cove, N. Y. (OR 6-0460)
Manpower, Inc. ..... 330 W. Kilbourn Ave., Milwaukee 3, Wis. (BR 2-0009)
Market Compilation Bur. ....11634 Ventura Blvd., N. Hollywood, Cal. (ST 7-3100)
Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)
Montgomery Engineering Co. ..... 8500 — 12th St., Detroit 6, Mich. (TR 4-0020)
Noble's List ..... 135 East 39th St., New York 16, N. Y. (LE 2-9011)
Official Catholic Directory ..... 12 Barclay St., N. Y. 8, N. Y. (BA 7-2300)
Palmer Lists ..... 2422 Grand Concourse, N.Y.C. 58 (SE 3-2446)
Paramount Mailing Lists ..... 77-14 138th St., Flushing 67, N. Y. (JA 6-8472)
R. L. Polk & Co. ..... 431 Howard St., Detroit 31, Mich. (WO 1-9470)
W. S. Ponton Inc. ..... 44 Honeck St. Englewood, N. J. (MU 7-5511)
Precision Equipment Co. ..... 3710 Milwaukee Ave., Chi 41, Ill. (AV 2-2525)
R. L. Rashmir..... 11834 Ventura Blvd., N. Hollywood, Calif. (ST 7-3100)
Reporter of Direct Mail Adv. ..... 224 7th St., Garden City, N. Y. (PI 6-1837)
The Speed Address Co. .... 48-01 42nd St., Long Island City 4, N. Y. (ST 4-5922)
William Stroh, Jr. ..... 569-570 54th St., West New York, N. J. (UN 4-4800)
W. E. Watson Corp. ..... 200 Nassau Road, Roosevelt, New York (FR 9-8212)
Keller and Letica, Inc. ..... 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER AGENCIES

James Connell & Assoc. ..... 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

MAIL ORDER CONSULTANT

James Connell & Assoc. ..... 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)
Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-6144)
Whitt Northmore Schultz. ..... 1115 Old Elm Lane, Glencoe, Ill. (VE 5-2192)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pullard-Alling Mfg. Co. ..... 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0092)

MATCHED STATIONERY

Tension Envelope Corp. ..... 19th & Campbell Sts., Kansas City, Mo. (HA 1-9097)

MERCHANDISE FOR DIRECT MAIL

Sloan-Ashland Div. Elec. Eng. Prod. ..... Mdse. Mart, Chicago 54, Ill. (DE 7-0717)

MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. .....326 Broadway, N. Y. 7, N. Y. (HA 2-6700)

MULTIGRAPH SUPPLIES

Mark Type Co., Inc. ..... 55 Fulton St., N. Y. C. 7 (BE 3-1487)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Merit Mailers ..... 26 Sterling St., East Orange, N. J. (OR 2-3900)
West. Emp. Dir. Adv. Co. ..... 612 Howard St., San Francisco 5, Cal. (GA 1-6500)

OFFSET - MIMEOGRAPHING

Surety Letter Service ..... 7 East 42nd St., N. Y., N. Y. (MU 2-5377)

PACKAGING

Coupon Service Corp. ..... 37 East 18th St., N. Y. 3, N. Y. (OR 3-0100)
Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

PAPER MANUFACTURERS

Appleton Coated Paper Co. ..... 1250 N. Meade St., Appleton, Wis. (41454)
Byron Weston Company ..... Dalton, Mass.
Curtis Paper Company ..... Newark, Delaware (NE 9-8551)
Eastern Corporation ..... Bangor, Maine (Tel 8221)
Fraser Paper, Limited ..... 420 Lexington Ave., N. Y. 17, N. Y. (LE 2-1490)
W. C. Hamilton & Sons ..... Miquon, Pa. (IV 3-3160)
Hammermill Paper Co. ..... Erie, Pa. (Tel. 4-7101)
Howard Paper Mills, Inc. ..... Hulmon Bldg., Dayton 2, Ohio
International Paper Co. ..... 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7540)
Kimberly-Clark Corporation ..... Neenah, Wisconsin (PA 3-3311)
Mead Papers, Inc. ..... 118 West First Street, Dayton 2, Ohio
Mohawk Paper Company ..... Cohoes, N. Y.
Neenah Paper Co. ..... Neenah, Wis. (Tel: 2-1521)
Nekoosa-Edwards Paper Co. ..... Port Edwards, Wis. (Tel: 3111)
Peninsular Paper Co. ..... Ypsilanti, Mich. (HU 2 2600)
Rex Paper Co. ..... Kalamazoo 99, Mich. (Tel: 2-6151)
Rising Paper Co. ..... Housatonic, Mass. (Ho 47)
The Surg Paper Company ..... Middletown, Ohio

PARCEL POST MAILING BOXES

Corrugated Paper Products Inc., 2255 Utica Ave., Brooklyn 34, N. Y. (ES 7-6112)

PERSONALIZED GIANT GRAMS

Sande Rocke & Co., Inc. ..... 91 7th Ave., N.Y.C. 11 (WA 4-1551)

PHOTO ENGRAVERS

Heran Engraving Co., Inc. ..... 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

POST CARDS

Encore Litho, Inc. ..... 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)
Plastichrome-t, by Colourpicture Publishers
200 Newbury St., Boston 15, Mass. ..... (CO 7-7500)

PRINTING — OFFSET LITHOGRAPHY

Encore Litho, Inc. ..... 52 East 19th St., N. Y. 3, N. Y. (AL 4-3502)
Sande Rocke & Co., Inc. ..... 91 7th Ave., N. Y. C. 11 (WA 4-1551)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Merit Mailers ..... 26 Sterling Street, East Orange, N. Y. (OR 2-3900)
Paradise Printers ..... Paradise, Pa. (OV 7-3209)
Polychrome Corp. ..... 2 Ashburton Avenue, Yonkers 2, N. Y. (YO 5-8800)
Runkel-Thompson-Kovats, Inc. ..... 650 West Lake St., Chicago 6, Ill. (AN 3-0722)

SALES PROMOTION COUNSEL

James Connell & Assoc. ..... 606 Mills Bldg., Wash. 6, D. C. (ST 3-1732)

SEASONAL STATIONERY

National Creative Sales, Inc. ..... 18 E. 48th St., New York 17, N. Y. (EL 5-0925)
Arthur Thompson & Co. ..... 100 Market Pl., Baltimore 2, Md. (PL 2-4600)

SUBSCRIPTION FULFILLMENT SERVICE

Fulfillment Corp. of America, 381 W. Center St., Marion O. (Tel: 2-1187)
Globe Fulfillment Corporation..... 149 W. 23rd St., N. Y. C. 11 (OR 5-4600)
Merit Mailers ..... 26 Sterling Street, East Orange, N. J. (OR 2-3900)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. ..... 4000 Clinton Rd., Cleveland 9, O. (AT 1-4122)

TRADE ASSOCIATIONS

Direct Mail Advertising Assn. ..... 3 E. 57th St., N. Y. C. 22 (MU 8-7386)
MASA International ..... 18136 James Couzens, Detroit 35, Mich. (UN 4-3545)
Nat'l Council of Mail. List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0415)

TYPOGRAPHERS

Rapid Typographers, Inc. ..... 303 East 44th St., N. Y. 17, N. Y. (MU 8-2445)

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Artist's Conception of New York's Ad Center to Open May 20

and suppliers for advertising, sales promotion, sales production, and merchandising executives. It combines the best features of trade magazines, trade shows, exposition centers and the classified telephone directory."

Speaking to 100 top level media, advertising and sales executives at the March meeting, Mr. Schwartz stressed the fact that classification and constant change will be the most important innovations at the Center.

All point of purchase display suppliers will be together, all visual aids will be displayed in one area, all premiums will be located in one section, 2 Oseparate categories, including media, advertising services, advertising specialties, direct mail, printing and packaging, will be displayed. Exhibitors will be permitted to change the contents on their displays as often as they wish, and to exhibit in as many sections as their products and services warrant.

Guests at the luncheon were invited to serve on the National Advisory Board of the Advertising Center and were briefed on the names of exhibitors who have already booked a large percentage of available space at the Center. Special features of the Center were announced by Henry G. Burger, Executive Director. Minimum monthly display rates have been set at $15.00. These include displays of prize-winners in the various advertising competitions, three dimensional case histories of successful advertising, sales promotion and marketing campaigns, displays of Christmas promotional ideas, executive gifts and new packaging developments. In addition, the Center will publish a monthly newsletter, and will provide a conference room for trade association meetings.

Official opening of the Center is scheduled for May 20, and executive offices have been established at 11 East 47th St. Exhibit space is available in units of one square foot of wall space, at a monthly rate of $15.00.

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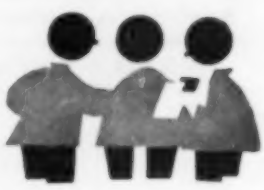
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'57 DMAA CONVENTION PLANS UNDERWAY

Capitalize on Direct Mail. That's the banner for the 40th Annual Convention of the Direct Mail Advertising Association . . . this year, in Washington, D. C. at the Sheraton-Park Hotel, Wednesday through Friday, September 11, 12 and 13.

Too early for program details, but it has already been decided that Circles of Information and the Market Place will be moved up front . . . in the early spots on the program. Circles on Wednesday afternoon; Market Place first thing Thursday morning. This will give new-comers and oldtimers a much-asked-for opportunity to get better acquainted earlier in the convention. Face-to-face exchanging of ideas seems to be what's wanted.

For those of you who've never attended a DMAA Convention . . . Circles and Market Place are highlights of the program. For each, a ballroom is set aside. In each ballroom, twenty to twenty-five tables are set up, each to handle twenty to twenty-five different subjects. In Circles, tables are designated by subject . . . like copy, lists, using color, the right format, letters, etc. In Markets, tables are assigned by industry, so that delegates in similar businesses with similar problems can find each other and talk. Some delegates claim that's all they come to the convention for, just these two features. So they are popular and belong in the get-acquainted part of the program.

Early plans include continuing the pre-convention welcome party the night before. There'll also be a wine-tasting party.

You might want to know who'll be working behind the scenes to make this '57 conference best yet:

STEERING COMMITTEE . . . Lloyd F. Wood, Lloyd F. Wood Associates; TREASURER . . . J. Fauntleroy, Nat'l Rifle Association; EXHIBITS . . . M. O. Michelsen, Sleepy Hollow Gifts; ENTERTAINMENT . . . Harry Hites, Kiplinger Washington Agency; ATTENDANCE PROMOTION . . . Gratian Meyer, General Office Service; ARRANGEMENTS . . . John Swain, Army Times Subscription Agency; WIVES ENTERTAINMENT . . . Eileen Charney, Army Times Subscription Agency; PUBLICITY AND PUBLIC RELATIONS, Lawrence Cope, J. Walter Thompson (Washington, D. C.), LIAISON-CONSPONSORSHIP . . . Frank Doherty, Saul's Lithograph Company. ●

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GOOD USED DARK ROOM PROCESS CAMERA WITH VACUUM BACK—16" x 20" OR LARGER. Write Jack Weil, 2037 Cleveland, N.W., Canton, Ohio.

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FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of *The Reporter*

Clearwater, Florida
April, 1957

JOIN THE NUMBERS GAME! Put these figures on a convenient card near your desk . . . and start arguing. H.R. 5836 and 5839 and S. 1534. Those are the numbers assigned to the duplicate bills introduced in the House of Representatives and the Senate to increase postal rates. You will be hearing much about those numbers in the months ahead.

We intended to give you here the gist of conversations on the front porch concerning PMG Summerfield's demands . . . but Harry Maginnis, executive manager, Associated Third Class Mail Users (1406 G St., N. W., Washington 5, D. C.) has promised to give us a last-minute-before-press-time report (see page 53) and he is closer to the picture than we are.

All of you should know the facts . . . so you can argue intelligently with your congressional representatives and others. The Post Office has backed down on the threatened 5c rate for letters, but is asking 4c. Possibly the decision was caused by the much-publicized Gallup Opinion Survey. But what a survey! Another case of loaded questioning. People were asked if they would be willing to pay a higher letter rate in order to make P. O. self-supporting (or wipe out the deficit.) To get an intelligent answer, it would take a day or so to explain to each individual the structure of the P. O. . . . its many public service functions, its many subsidies and free services. But anyway, the public supposedly voted the majority as being in favor of a 4c rate, but opposed the 5c.

We understand the Citizens Advisory Council to the Senate Post Office Committee has estimated that the total of public welfare items (free services) is well beyond the $400 million mark. If the $250 million second class subsidy is added to these welfare items and the P. O. credited from the Treasury . . . there wouldn't be any "deficit." There wouldn't be any need to increase first class rates.

In our opinion, the silliest part of the proposed rate bills . . . is increasing the poor little penny post card (now 2c) to 3c. Soak the little fellow . . . who can't holler loud! Maybe they are trying to price them out of existence. Just like Assistant PMG Stans' testimony before the Appropriations Committee. He predicted somewhat gleefully that there would be a reduction in "that class of mail" (third class) if rates are increased.

Might as well face the facts . . . third class mail is the whipping boy in both the Post Office Department and in Congress. Third class gets blamed publicly for the "deficit" without mentioning the free services, subsidies, old reduced rates from non-profit organizations. Congressmen get complaints from constituents about "junk mail" . . . so they condemn all third class. Most of the complaints are stimulated by the big mass mailings of mail order concerns and publishers' subscription appeals. The Congressmen don't realize that the big majority of third class mail (delayed until after the first and second are handled) comes from industrial, retail, financial and service concerns which use it to help keep the wheels of industry turning.

But enough of this for Scuttlebutt. Get your facts from Washington reports. Do what you can to give your representatives in Congress the facts of life about the postal mess. And it is *a mess.* Unless a miracle happens . . . the probabilities are that you will be soaked with tough postal increases this year. You may as well start planning to make your direct mail better, so that even with less or more costly pieces, you'll get more profitable results. But don't let that thought deter you from fighting against unfair legislation.

SPEAKING OF ATTACKS ON DIRECT MAIL . . . some of us were burned up when reading an advertising trade paper report of a recent Medical Marketing Clinic. Seems like some of the speakers took wild swings at direct mail . . . claiming surveys showed that doctors were fed up with the tons of it from pharmaceutical houses. That ain't the way we heard it! From doctors, that is . . . who claim they get more solid and up-to-date information from the pharmaceutical direct mail than they are able to get from the cautious and often delayed reports from the Medical Associations and the trade journals.

Understand the conference and the reporting of it caused considerable controversy behind the scenes. So we all got a chuckle out of the way it was handled in tongue-in-cheek fashion by March 1957 issue of "PACer," monthly newsletter of the Pharmaceutical Advertising Club, Inc. (Suite 608, 489 Fifth Ave., New York City). Edited by William V. Toffey.

There's a full page article written by Allen Klein, titled "The Day Direct Mail to M.D.'s Ceased." It's a humorous pharmaceutical advertising fable. Describes the arguments of the big shots when the Ethical Pharmaceutical Industry met to face up to the "Great Problem." It was finally moved, seconded and passed to cease all mailings. The fable then, of course, described the irate letters from doctors protesting against being taken off the list . . . and concludes with this paragraph:

"From hundreds of county and state medical organizations came pleading letters and resolutions that had been passed at meetings calling upon the pharmaceutical industry to issue again the helpful mailings as of yore. There were even veiled threats of product boycott if this were not done promptly. And so, as it had ceased, pharmaceutical mailings again flowed to the profession—and once again it became the subject of Great Controversy."

Fine job. Wish we had room to print it all. Maybe Editor Toffey or Executive Secretary Patricia Edgerly

could dig up an extra copy for Reporter readers who are interested. Incidentally, The Pacer is a shining example of a just-about-perfect association newsletter.

WE'VE BEEN TALKING ABOUT Herb Buhrow's (McGraw-Hill, New York City) report of his survey following the New York DMAA convention last fall. His analysis confirms in every way our report of the convention concerning programming, Circles of Information and Market Place (for which we were criticized). Most of those replying to Herb's questionnaire want less long speeches, longer time for Circles and Market Place and not running concurrently. Some want longer convention, so it won't be so all-fired "busy." We say "amen" to all the comments passed along in Herb's report. The committee handling the Washington convention (September 11 to 13, Sheraton Park Hotel) evidently is taking the report seriously. We've heard that the Circles and Market Place will be at different times, longer and earlier. Have you made your reservation at the Sheraton Park? Not too early to be sure of a place to sleep. Sleep?

SOME OF OUR FRIENDS thought we'd be lonesome and too far away from "things" when we decided to editorialize down here. Thought you might like to see a list of some of the direct mail and other advertising folks who have dropped around during last couple of months . . . not previously mentioned and not including neighbors, and friends and families of neighbors Max and Sallie Sackheim and Jack and Boody Smith. Here they are: Marcie Coolidge, New York; Elizabeth Stuart, Raleigh, N. C.; Jess and May Roberts, Atlanta, Ga.; Hal and Merle Stedfeld, Cleveland, Ohio; Vic and Phyllis Sawdon, New York; Claude and Helen Grizzard, Atlanta, Ga.; Don and Eleanor Beaumont, Reading, Pa.; H. G. Juett, Rogersville, Tenn.; Robert and Mrs. Orr, Lansing, Mich.; George McKiernan, Chicago, Ill.; Rock and Peg Rauchenstein, St. Louis, Mo.; Merrill and Mrs. Burgess, Minneapolis, Minn.; Ruth Gardner, New York; Tom and Helen Tarbox, New York; Sherman and Paula Sackheim, New York; Fred and Charlotte Meendsen, New York; Andy and D. J. Andrews, Boston, Mass.; Orville and Mazie Reed, Howell, Mich.; Ted Bihler, New York; Ed and Helen Mayer, New York.

DURING BUS REED'S VISIT HERE . . . we got a lot of laughs going over recent correspondence with that fellow with the open mind, M. W. Finkenbinder of Danuser Machine Co. (500 E. Third St., Fulton, Mo.) As a result of The Reporter story (November 1956) on his unusual achievements . . . he was invited to make a number of speeches. Wowed his audiences with on-the-stage demonstrations of how he thinks up and executes cartoons to illustrate points in his letters. He even had the Artists Guild of Kansas City rolling off the chairs . . . and he never took an art lesson in his life.

Finkie was concerned over our problem of how to teach the average businessman (who won't read books) how to write better letters. He thought maybe it could be done with screwball cartoons. So one Sunday, while his wife was away waiting the arrival of another grandchild, he took the "How to Think About Direct Mail" booklet and underlined some of the important formulas or rules for better letterwriting or for planning direct mail. Then sketched rough illustrations for a dozen or so of them . . . in his typical freewheeling style. They are a riot.

So we're trying out one of them this month (see page 62). We have plenty of them. Would you like to see two or three of them each month under a caption, such as "Short, Short Lessons in Letterwriting?"

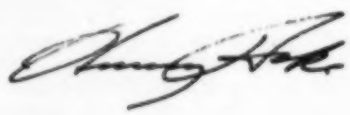
SPEAKING OF HUMOR, we've just been reading the 25th Anniversary Annual of Parts Pups Joke Book, issued by D. R. "Mac" McCleary of Genuine Parts Co. (475 W. Peachtree, Atlanta, Ga.). In it Mac includes the best jokes, pictures and cartoons published during the last 25 years in their monthly house magazine. It's hilarious, ribald and what have you . . . designed especially for automobile service station people. You know how they like pinups and such.

According to Mac, the first compiler of jokes was a guy named Hierocles, back in the Fifth Century. His lifelong labor yielded a total of 28 jokes which, according to Brewer's Dictionary of Phrase & Fable (printed in 1894), were left to the world as the "Hieroclean Legacy." That's why, claims Mac, most jokes give you the impression that you've heard them before. Only 28 basic jokes! There are no new jokes. Just old ones dressed up, redressed and rearranged to fit specific situations and the era.

Mac doesn't have a price on his 48-page joke book. He gives 'em away to customers. Select outsiders can get copies for somewhere around a dollar or two. Well worth it.

BY THE TIME this Scuttlebutt appears (earlier than usual, I'll be deserting the front porch for a short week . . . to attend New York Direct Mail Day (March 27 at the Roosevelt Hotel) and to do some chores around the Garden City office. Will give me an excuse to see a lot of the folks around New York . . . even though I'll probably miss a lot of visiting snowbirds who are down here during this balmy spring weather. But I'll hurry back to the front porch and the conversations will continue. Must be in Mobile, Alabama, on April 6 for Southeastern Convention of Graphic Arts Assn. Then back here to greet J. B. and Dorothy Howard (Curtis 1000, Hartford, Conn.) who will be hereabouts for a week or so. It's always a "convention" when J. B. is around.

Good luck always,



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